



## Pre-Assessment Instructions for 360Reach

**1.** Select people to send the assessment to, preferably people who know you reasonably well: family, friends, co-workers, bosses, former co-workers and bosses, colleagues, clients, volunteer and service-activity friends, people you know through your social network and hobbies, sports and church interests, etc.

Compile a list of 50-60 names and email addresses minimum. I know that sounds like a lot, but check out your Holiday card mailing list, as well as your email Address Book for names.

**Email each of them initially from YOUR email address** to let them know that the 360Reach Branding assessment is coming to them via email from [360Reach@reachcc.com](mailto:360Reach@reachcc.com) - you could say it's for "professional development" or "business development" and that it's totally confidential. Tell them to configure their email system to RECEIVE this important email containing the assessment link. Otherwise, it will end up in their spam folder.

**TO DO: NOTIFY ME** at [Susan@AssessmentGoddess.com](mailto:Susan@AssessmentGoddess.com) that you have sent this initial email to your respondents. Then I will contact Reach to email your logon and password to you. If I do not hear back from you, you will NOT receive the logon to the 360Reach assessment.

**2.** Configure YOUR email browser to RECEIVE email from [360Reach@reachcc.com](mailto:360Reach@reachcc.com) and [support@reachcc.com](mailto:support@reachcc.com) - you will also receive a 360Reach to take from the first email address (the other email address is for technical help).

**3.** The 360Reach system provides you with a template for an accompanying explanation email message when the 360Reach assessment is emailed to your selected respondents, but you may want to customize that message. AGAIN, you may want to say it's "professional development", totally confidential, and will only take a couple of minutes to complete.

**IMPORTANT:** Once logged onto the system, you will have **30 DAYS to complete the assessment cycle** (that means getting your results back and printing out a Profiler Report with the raw data results).

**NOTE:** The Profiler Report yields detailed metadata, but does NOT provide in-depth analysis and interpretation. If you are interested in a 1-hour interpretation session of your personal branding results, as well as a customized Feedback Report in PowerPoint, please contact me directly ([Susan@AssessmentGoddess.com](mailto:Susan@AssessmentGoddess.com)). The fee for this one-on-one analysis and branding consultation is \$199.

Let me know if you have any questions...

*Susan*

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