

| Evaluate Your Knowledge Of Advertising From 1 to 10 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|----|
| Why did you give yourself this rating? | | | | | | | | | | |
| What areas do you excel in advertising and what areas do you need to work on? | | | | | | | | | | |
| What benefits do you hope to see by improving your knowledge of advertising? | | | | | | | | | | |
| Write a specific action step you will take daily to grow in your knowledge of advertising | | | | | | | | | | |
| Checklist for the daily practice of advertising | M | T | W | T | F | S | S | | | |

Sales Associate Name: _____ Completion Date _____

Manager's signature: _____