



Brand Assessment

Is My Brand Ready for Leverage + Scale?	YES	NO
I live my brand promise, mission and vision daily in the marketplace.		
My Personal Brand is powerful and polished. I consistently get compliments.		
My top five core values are identifiable in my daily activities.		
My five most relevant and compelling brand attributes (adjectives that describe your core values) are strong, succinct and clear.		
I have a clearly written vision for the major areas of my life (financial, business, health, etc.)		
I have a 3, 5, 7 and 10 year strategic plan for my business + brand.		
I attract my ideal client consistently and enroll them into my programs.		
If I conducted a 360 Assessment today, it would be consistent and favorable.		
When people introduce me, I hear the same words over and over to describe me.		
I conduct a SWOT Analysis at least twice each year.		
My self-perception mirrors the perception that others have about me.		
My Incredible Factor is clear, compelling and making me cash.		
My Audience of One is right for my next level of leverage + scale.		
I have powerful centers of influence who open doors and use their favor on my behalf.		
I give to my centers of influence just like I receive from them.		
I make time for self-care and doing so doesn't impact my business growth.		
I work with a stylist at least once a year to set my style for the year. She/He gives me eight (8) signature outfits for brand appearances.		
My office/work environment communicates my brand and expresses what is		

unique about me.		
I hold at least one leadership position in an organization outside of my own.		
I understand my brand and business' KPIs and I track them to ensure success.		
I have a Personal Advisory Board to provide brand feedback.		
I regularly ask for feedback (at the end of a project, each quarter, etc.)		
I have a coach or mentor.		
When prospects visit my website, the problem I solve is obvious.		
My messaging consistent across all social media platforms.		
I can articulate the five words that describe my company and brand.		
I know the key players/leaders in my industry.		
I belong to member organizations recognized by my industry.		
I have clients come back to work with me after they've finished their current round of service.		
My clients eagerly provide me with referrals and testimonials.		
I have thought through or created an impact product or service that will allow me to expand my brand's footprint without adding more work to my plate.		
I have a team supporting me and I am moving closer and closer to doing only the work that I love.		
I have earned a six-figure income for more than 2 years and am ready to go higher.		