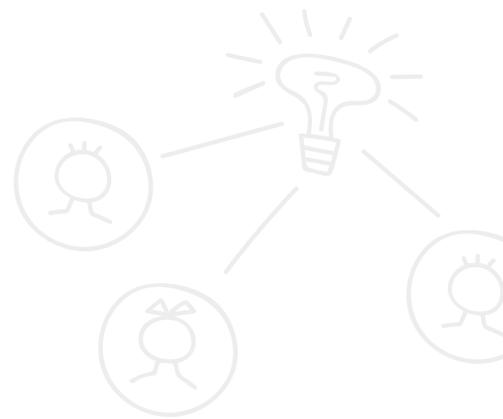


PERSONAL BRAND AUDIT



Benchmark your current personal brand.

Audit your brand against my four pillar framework to get clarity and focus on your next steps.

My Four Pillar Personal Brand Strategy Framework looks at:



PRINCIPLES



POSITION



PERSONA



PRACTICE

PERSONAL BRAND AUDIT

1. Your Brand Principles

Yes = 2 Some = 1 No = 0

Can you easily explain *why* you do what you do?

Do you have a clear vision for your life and business?

Do you tell stories to engage your audience?

Could you list your core values and what they mean to you and your clients?

Do you know your strengths and weaknesses?

PERSONAL BRAND AUDIT

2. Your Brand Position

Yes = 2 Some = 1 No = 0

Do you know who your dream clients are?	
Are you known as an expert within a specific niche?	
Have you ever created a client avatar?	
Without researching, could you describe the core problems your clients face?	
Have you ever asked research questions to your target audience?	
Have you mapped out the buyer decision process for your dream clients?	
Do you feel confident with your service offering and prices?	
Could you describe what makes you unique compared to others in your field?	

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3. Your Brand Persona

Yes = 2 Some = 1 No = 0

Do you have a consistent voice and personality that comes across in your content?	
Do you have a list of descriptive words that you use within your content?	
Does your website speak to your audience and tap into their core problems?	
Could you describe your brand personality?	
Is the look of your brand consistent and does it resonate with your dream clients?	
Do you have a set of guidelines on how your brand should look and feel?	

4. Your Brand In Practice

Yes = 2 Some = 1 No = 0

Are you creating content that your dream clients engage with?	
Do you find it hard to create content for a specific audience?	
Based on your content, would your audience see you as an expert in one thing?	
Do you know the activities to focus on, to become known as the expert in your area?	
Do you regularly reflect or analyse the impact of your marketing?	

Your Results

Add up your scores and check your results below. If you scored 0 for any questions then these are the areas you should work on as you develop your personal brand.

0 - 16

You need a brand strategy.

Right now, you're probably seen by potential clients as a fairly generic option and not an expert in one specific thing or field.

Your likely trying to sell to everyone and anyone as long as you get income.

Your marketing is somewhat inconsistent or done as and when without clear direction or purpose.

17 - 33

You have some direction but need focus.

You may have some idea where you want to be, but you likely find it difficult to connect with your dream clients on a deeper level and get across your message in a meaningful way.

34 - 48

You have a good grasp of your brand strategy.

You've already done much of the work to develop your personal brand in the right way. You're communicating your services and message clearly and becoming known as an expert in your field.

Do you want to feel more comfortable and confident putting yourself out there?

Would you like to start working with your dream clients? Those who have the same beliefs and value what you're worth?

I help introvert business owners get visible without feeling over-exposed.

I guide you to be yourself in business. To show up authentically with a clear purpose, clarity with your message and consistency with your brand voice and identity.

Get a FREE 20-minute Session

FIND OUT MORE AT [FIFIMASON.COM](https://www.fifimason.com)

