



Personal Branding Planning

ASSET AUDIT:

1) AUTHORITY

What is your area of expertise?

What do you know that others in your industry don't know?

What kind of content can you create to support this?

Examples: blogs, articles, PR, podcasts

(Remember that your value + your values = an authentic voice)

Write a short bio in the style of a elevator pitch.

What kind of social posts can you make?

What is your area of expertise?

What content can you create?

Are you interested in speaking?

What gems of web wisdom can you share, coupled with you opinions?

2) ONLINE IDENTITY

Google yourself! Do you come up? If so, where and how often?

Do you own your domain name? Is it worthwhile for you to own some versions of your name for brand protection?

Do you use any of these online assets? If so, do they need design improvements? Privacy setting changes? Messaging improvements? Is there consistency in your photos and messaging?

☐ **Google+**

☐ **YouTube**

☐ **Facebook**

☐ **Blog**

☐ **LinkedIn**

☐ **Email Signature**

☐ **Twitter**

☐ **Profile Picture**

Areas for improvement:

Do you have strong community connections?

3) STYLE

Look critically at the way you present. Are you “dressing the part”?

- | | | |
|---|---|---|
| <input type="checkbox"/> Wardrobe | <input type="checkbox"/> Facebook Profile | <input type="checkbox"/> Social Media Profile Picture |
| <input type="checkbox"/> Website Content | <input type="checkbox"/> Twitter Profile | <input type="checkbox"/> The Way You Conduct Business |
| <input type="checkbox"/> Blog Content | <input type="checkbox"/> Google+ Profile | |
| <input type="checkbox"/> LinkedIn Profile | <input type="checkbox"/> Email Signature | |

Areas for improvement:

MEASURE

Don't forget to measure quantitative and qualitative points.

Quantitative metrics include:

- Social Media Impressions & Stats
- Blog statistics
- Goal conversions (quick quotes, online leads, etc.)

Qualitative metrics include:

- Reactions
- Influence
- Feedback

Additional Notes: