



Personal and Business Brand Audit Guide

Brandscaping Resources

- Personal Brand Audit Guide
- Business Brand Audit Guide

What is a Brand Audit and why should I do one?

- A **Brand Audit is an evaluation of your brand** – it's strengths and weaknesses as it appears today. – like an annual check-up.
- Designed to help you get a **quick assessment of where the gaps are and where attention is needed.**
- This often **identifies areas of opportunity to gain greater market share** with your target clients and to reach brand.
- It's a good tool and practice **to ensure your ongoing brand health.**

Personal Brand Audit Question Guide

Components

- Purpose
- Vision and Values
- Mission and Values
- Background and Journey
- Roles and Responsibilities
- Future Goals
- Quotes, Endorsements, Insights
- Community and Personal Involvement
- Brand Promise
- Brand Identity
- Brand Attributes
- Brand Personality
- Brand Distinction
- Brand Consistency
- Reputation, Trust Risk

Personal Brand Audit Questions

1. Your Purpose:

- Why are you here?
- What is your purpose?
- What problems are you passionate about solving?

2. Background and Education:

- Where and when were you born?
- What educational institutions did you attend, and what degrees did you earn?
- Did you pursue any specialized training or certifications?

3. Career Journey:

- Provide an overview of your career journey, starting from your early professional experiences?
- What are the key milestones or positions you consider significant in your career?
- Are there any pivotal moments or challenges you faced that shaped your career?

4. Current Role and Responsibilities:

- What is your current position, and what are your main responsibilities and objectives?
- How would you describe your leadership style and approach in your current role?
- What are your key achievements or projects in your current position?

5. Professional Achievements:

- Can you highlight some of your notable professional accomplishments or awards?
- Have you been recognized for any industry-specific contributions?
- What are some major projects or initiatives you've successfully led or been a part of?

Personal Brand Audit Questions – cont'd

6. Vision and Values:

- What values or principles guide your decision-making?
- Are you demonstrating who you really are and what you really care about?

7. Community and Personal Involvement:

- Are you involved in any community or charitable organizations, and if so, what are your roles?
- What are your hobbies and interests outside of work?
- Do you have any personal anecdotes or experiences that have influenced your personal journey?

8. Future Goals:

- What are your goals or aspirations for your career and personal life in the coming years?
- Are there any specific projects or initiatives you're excited about pursuing?

9. Impact and Legacy:

- What impact do you hope to leave on others?
- How would you like to be remembered personally and professionally?

10. Quotes, endorsements and Insights:

- Are there any quotes or insights that reflect your approach to leadership or life in general?

11. Brand Attributes:

- How would you describe your brand using three key attributes that you offer?
- Are your brand attributes clearly defined?
- If not, how could you evolve this?

Personal Brand Audit Questions – cont'd

12. Brand Personality

- You are the brand. What makes you authentically you?
- How do you engage genuinely with your audience?

13. Brand Distinction

- Does your brand stand out in your industry and competitive landscape?
- What makes your brand distinct?
- Do you need more distinction to attract clients? If so, how can you best do that?

14. Brand Consistency - Brandscaping

- Does your brand show up consistently everywhere? – identify gaps and inconsistencies – Brandscape!
- Check all areas of your personal website, social platforms, email, experiences, personal presence, wardrobe and more.

Business Brand Audit Guide

Components

- Purpose
- Mission and Values
- Culture
- Brand Promise
- Brand Identity
- Brand Attributes
- Brand Personality
- Brand Distinction
- Brand Consistency
- Community Impact and Involvement
- Reputation, Trust Risk

Business Brand Audit Questions

1. Your Purpose

- Why are you here? Why was this business started?
- What is your purpose? Do you have a formal purpose statement?
- Has this changed since you first started? Does it need refining?
- What problems are you here to solve?

2. Mission and Values

- What is your mission? Do you have a mission statement?
- What are your core values?
- To what degree do you use these values to guide your decision-making and leadership?
- How do you inspire and motivate your team or others to align with your purpose, mission and values?

3. Culture

- What is the health of your brand culture?
- Are your purpose, mission and values well understood, integrated and lived by your employees?

4. Brand Promise

- Do you have a brand promise?
- Is it in alignment with your purpose, mission and values? If not, does it need to be evolved?
- Do your products, services and client experiences deliver on this brand promise?
- Where is misalignment or where are the gaps? What needs to be remedied?

5. Brand Identity

- Do you have a clearly defined and documented brand identity?
- Does all my offering represent this? – Where are the gaps, if any?
- What might need to be further defined or refined?

Business Brand Audit Questions – cont'd

6. Brand Attributes

- Do you have clearly defined brand attributes?
- If not, how could you evolve this?

7. Brand Personality

- Does your brand have a distinct brand personality?
- Is it designed to attract your target audience?

8. Brand Distinction

- Does your brand stand out in your industry and competitive landscape?
- What makes your brand distinct?
- Do you need more distinction to attract clients? If so, how can you best do that?

9. Target Audience

- Do you have a clearly defined target audience?
- If not, identify them!

10. Brand Consistency – Brandscaping

- Does your brand show up consistently everywhere? – identify gaps and inconsistencies – Brandscape!
- Check all areas of your business from website, social platforms, email, vmail, brochures, packaging, experiences, personal presence, wardrobe and more.

11. Community Impact and Involvement

- How are you contributing to your community?
- What are your charitable organization affiliations? Do they align with your purpose and brand?
- What legacy would you like to leave behind? Consider a Foundation or Trust?

12. Reputation, Trust Risk

- What is your brand reputation?
- What is your client satisfaction score?
- Where are the risks?