

ALL AUDIENCES

30-Minute Personal Brand Review

Use one focused half-hour to improve clarity, credibility and discoverability.

CLARITY — 8 minutes

Can somebody understand who you help and what you know?

CREDIBILITY — 8 minutes

Can they see evidence, outcomes, recommendations or sound judgement?

CONSISTENCY — 7 minutes

Do your profile, activity and stated interests reinforce one another?

DISCOVERABILITY — 7 minutes

Do your headline, About section and recent work use the words your audience searches for?

Choose one improvement. Complete it today.

