



Branding Audit: Rate yourself!

Name

Are you known? And to whom?

Picture

What does it say about you?

Reputation

How would your peers describe you? How would you want to be described?

Visibility

Where are you positioned? Do you have followers? Do you want to add to the list?

Credibility

Who knows what you value and are passionate about?

Relevance

What added value can you give to an employer?

Brand Identity

Can your work be identified? Do you stand out? How?