

The Brand Audit Worksheet

A 15-Minute Checkup for Professional Services Firms

Score your brand. Find the weakest link. Fix what moves the needle.

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INFLUENTIAL DIGITAL

How to Use This Worksheet

What This Is

This worksheet gives you a **7-point health check** on your professional brand. You'll score yourself from 1-10 across seven areas that drive whether:

- The right clients can *find* you
- They *trust* you
- They're willing to pay **premium fees**

Your goal isn't a perfect score today. Your goal is **clarity** on what to fix first.

How to Complete It (15 minutes)

1. **Print it** or open on a tablet where you can write
2. For each of the 7 areas, read the 1, 5, 10 descriptions
3. Circle the number that best fits where you are today
4. Add up your scores for a **total out of 70**
5. Use the Priority Planner to choose **one** focus

Important: Don't overthink it. Your first honest reaction is usually right.

Scoring Scale

Score	Meaning
1-3	Weak - this is hurting you right now
4-6	Okay - working, but leaving money on the table
7-8	Strong - this is a real asset
9-10	Outstanding - this is a competitive advantage

1 Message Clarity

Question: Can a stranger understand what you do and why it matters to *them* in 10 seconds?

Score 1-3: Confusing / Generic

- Your main headline is about *you*, not the client
- You describe services ("accounting / consulting") rather than outcomes
- People often say: "So... what do you actually do?"

Score 4-6: Some Clarity, But Vague

- You mention a target audience and problems, but it could fit many firms
- You have multiple different "elevator pitches" depending on the day
- Prospects sort-of get it, but still ask lots of basic questions

Score 9-10: Crystal Clear & Compelling

- In one sentence: "We help [WHO] solve [PROBLEM] so they can [OUTCOME]"
- People repeat your positioning back to you in their own words
- Ideal clients say: "That's exactly what I need."

Your Score:

1

2

3

4

5

6

7

8

9

10

2 Website Effectiveness

Question: Does your website consistently turn visitors into enquiries or bookings?

Score 1-3: Digital Brochure

- Looks "professional" but generic
- No clear niche, no clear next step
- Very few genuine leads come through the site

Score 4-6: Functional, But Underperforming

- There is a clear call-to-action, but it's easy to miss
- You get some enquiries, but mostly price-sensitive prospects
- Analytics exist, but you rarely look at them

Score 9-10: Quiet Workhorse

- Homepage message speaks directly to a specific audience + problem
- Clear CTA above the fold (book a call / assessment / download)
- You can point to **consistent, qualified leads** each month

Your Score:



3 LinkedIn Presence

Question: Does your LinkedIn profile and activity support your expert positioning?

Score 1-3: Online CV

- Headline is your job title only
- About section is a wall of text about your history

- You rarely post or comment

Score 4-6: Present, But Passive

- Headline mentions problems or outcomes, but still generic
- You've posted in the last month, but not consistently
- Profile has some recommendations, but few clear proof pieces

Score 9-10: Authority Profile

- Headline clearly says who you help and what you help them achieve
- You post **weekly**, adding insight (not just sharing links)
- The right people connect and mention your content on calls

Your Score:



4 Google Presence

Question: What happens when someone Googles your name or firm?

Score 1-3: Invisible or Messy

- You don't appear on page 1 for your own name
- Outdated or unflattering listings show up
- Few or no Google reviews

Score 4-6: Basic Footprint

- Google Business Profile with some reviews
- Your website appears, but nothing else notable
- Results are accurate but not impressive

Score 9-10: Confidence-Building Footprint

- Strong Google rating with multiple recent 5-star reviews
- Search results include articles, podcasts, or talks
- A prospective client can feel confident just from Google

Your Score:



5 Authority Content

Question: Do you have visible proof of your expertise online?

Score 1-3: Best-Kept Secret

- Most of your knowledge lives in your head or in client work
- You haven't published anything in months (or years)

- Prospects have to take you at your word

Score 4-6: Patchy Presence

- A few good articles, videos, or presentations exist
- Content is scattered and not clearly linked from main profiles
- People occasionally say "I saw your article on X"

Score 9-10: Obvious Expert

- You have **at least one flagship piece** (guide, webinar, book)
- Supporting content regularly references your frameworks
- Prospects arrive **pre-sold** because they've consumed your material

Your Score:

1

2

3

4

5

6

7

8

9

10

6 Lead Capture & Nurture

Question: Do you have a reliable way to turn visitors and followers into warm leads?

Score 1-3: Leaky Bucket

- No lead magnet, no email list, or list is completely dormant
- New people find you, then disappear without a trace
- You rely on ad-hoc referrals and chance

Score 4-6: Some Capture, Little Nurture

- You have one opt-in but it's under-promoted
- New leads join the list but rarely hear from you
- There is no clear path from subscriber to booked call

Score 9-10: Simple, Effective Funnel

- Clear lead magnet offered on your site & LinkedIn
- New subscribers receive a **short, helpful email sequence**
- Those who engage are invited to a call - and many accept

Your Score:



7 Response Speed & Call Handling

Question: How quickly and professionally do you respond to new enquiries?

Score 1-3: Slow & Inconsistent

- Calls often go to voicemail or ring out
- Emails sit for days before anyone replies

- You regularly lose opportunities because people "went with someone else"

Score 4-6: Generally Okay

- You get back to people within 24-48 hours most of the time
- Some enquiries slip through the cracks when things get busy
- There is no standard process for calls and follow-ups

Score 9-10: Always On, Always Helpful

- Calls are answered **24/7** or immediately triaged
- Every enquiry gets a prompt, professional response
- Prospects often comment on how responsive and organised you are

Your Score:

1

2

3

4

5

6

7

8

9

10

Your Brand Score Summary

Area	Your Score
1. Message Clarity	___/10
2. Website Effectiveness	___/10
3. LinkedIn Presence	___/10
4. Google Presence	___/10
5. Authority Content	___/10
6. Lead Capture & Nurture	___/10
7. Response Speed	___/10
TOTAL BRAND SCORE	___/70

What Your Score Means

55-70

High Value Brand

Strong shape. Focus on scaling what works.

35-54

Solid Foundation

Plenty working, but leaving money on the table.

0-34

Significant Gaps

Under-earning relative to skill. Every fix has leverage.

Your lowest score is your biggest opportunity. Fix that one thing first - everything else becomes easier.

Your 90-Day Priority Plan

Step 1: Circle Your Lowest-Scoring Area

Message

Website

LinkedIn

Google

Authority

Lead Capture

Response

That's your leverage point.

Step 2: Define Your 90-Day Outcome

In 90 days, I want this area to be at least a: ____/10

What would be true if that were the case?

Step 3: First 3 Actions

This week I will:

1.

2.

3.

Ready to Accelerate?

Book a free **AI Impact Assessment** and we'll walk through your scores, identify where AI can remove bottlenecks, and build your 90-day action plan together.

Book Your Free Assessment

Or call AIVA: +61 468 080 000

Say "I'd like a Brand Audit review"

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