

# Grow Your Brand In the Next 90 Days

## The Power of Two Brand Audit

YES	NO	
<input type="checkbox"/>	<input type="checkbox"/>	Do you know why your brand exists?
<input type="checkbox"/>	<input type="checkbox"/>	Do you know your brand's purpose, vision, mission, values
<input type="checkbox"/>	<input type="checkbox"/>	Do you know your brand's strengths and weaknesses?
<input type="checkbox"/>	<input type="checkbox"/>	What makes your brand unique?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have a defined target audience (who you're here for)
<input type="checkbox"/>	<input type="checkbox"/>	Are you well-versed in your ideal audience's needs/interests?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have established/updated brand verbal guidelines?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have established/updated brand visuals?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have established/updated brand assets?
<input type="checkbox"/>	<input type="checkbox"/>	Is your brand present, recognizable and aligned on social media?
<input type="checkbox"/>	<input type="checkbox"/>	Does your brand regularly share content on social media?
<input type="checkbox"/>	<input type="checkbox"/>	Do you perform regular searches to review your brand online?

YES	NO	
<input type="checkbox"/>	<input type="checkbox"/>	Do your profile and company banner align and convey your brand?
<input type="checkbox"/>	<input type="checkbox"/>	Is your personal profile picture updated?
<input type="checkbox"/>	<input type="checkbox"/>	Is your company profile logo updated?
<input type="checkbox"/>	<input type="checkbox"/>	Does your personal headline bio convey what you're about?
<input type="checkbox"/>	<input type="checkbox"/>	Does your company tagline speak to your ideal audience?
<input type="checkbox"/>	<input type="checkbox"/>	Is your personal profile updated and aligned?
<input type="checkbox"/>	<input type="checkbox"/>	Are your about sections on your personal/company profiles updated?
<input type="checkbox"/>	<input type="checkbox"/>	If brand new to LinkedIn, is Creator Mode turned on?
<input type="checkbox"/>	<input type="checkbox"/>	Is your contact information accurate?
<input type="checkbox"/>	<input type="checkbox"/>	Is your personal profile URL customized?
<input type="checkbox"/>	<input type="checkbox"/>	Are you using all areas of clickable links in your profile?
<input type="checkbox"/>	<input type="checkbox"/>	Are your LinkedIn settings updated for public display?
<input type="checkbox"/>	<input type="checkbox"/>	Have you updated your Work Experience to align with Company Page?

available at  
**amazon**



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