

**Step into
your**

**big
Deal
ENERGY**

Your Personal Brand Audit

a.k.a. Where you are now.

Let's find out where you're showing up, what's working and where the gaps are. You can't build a visibility strategy without knowing where you're starting.

1

Where You Currently Show Up

Leadership roles, your online presence, content you've put out there, what shows up on the first page of your Google results.

2

Identifying the Gaps

What's missing or outdated from your online presence?

3

The Consistency Check

Where are you showing up fully, where is your voice lacking?

4

What You Should Be Known For

Imagine what your online presence *could* look like if you started showing up in more meaningful ways.

Where You Currently Show Up

- Your leadership roles (boards, advisory positions, memberships, etc.)
- Your online presence — list your website, LinkedIn, and other significant profiles.

Does your online presence reflect who you are now?

Where You Currently Show Up

- What content have you put out? (Articles, podcasts, speaking events, awards, etc.)
- **The Google Test** — search your name and look only at the first page. What shows up?

Identifying the Gaps

- What is missing from your online presence?
- What shows up that doesn't match who you are now?



Are you the same person in every interaction, or are you switching between "professional" you and real you?

- Where are you **fully** showing up?
- Where are you still dialing it back?

The Consistency Check

What You Should Be Known For

- Topics you own (what you write about, speak about, post about, scream from the rooftops about)
- Topics that showcase your Big Deal Energy
- What you are saying **YES** to.
- What you are saying **NO** to.