



Business Owners Radio: Reputation Assessment for Entrepreneurs

(A=Awesome, C=Close to Done, F=Focus Needed, Z=Asleep, Not Done) A=10, C=5, F=1, Z=0

Understand Your Current Reputation & Where You Want to Go		Points
Discover & Know Yourself	<input type="checkbox"/> You have written down your personal vision. <input type="checkbox"/> You have identified your top 5 values. <input type="checkbox"/> You have identified your top 5 strengths.	_____ _____ _____
Define Your Reputation	<input type="checkbox"/> You have identified the top words you want associated with your brand. <input type="checkbox"/> You have outlined your leadership promise statement. Defining how you show up as a leader, who you are helping, and using which skills. <input type="checkbox"/> You have identified gaps and mapped ways to address them.	_____ _____ _____
Differentiate Yourself	<input type="checkbox"/> You have identified competitors and how your voice / reputation is unique and can contribute. <input type="checkbox"/> You have developed your unique knowledge into areas of expertise (3-4) to help claim the areas you want to own, influence. <input type="checkbox"/> You have intentionally identified how your voice and reputation will influence / integrate into the company reputation. (none, some, all).	_____ _____ _____
Understand How Others Perceive You and Develop & Deliver on a Visibility Plan		
Protect Your Reputation	<input type="checkbox"/> Ask for feedback on a regular basis from customers, employees, prospects, family, friends. <input type="checkbox"/> Googled Yourself, Set up Google alerts on your name. <input type="checkbox"/> Developed response scenarios if a crisis happens for you. <input type="checkbox"/> Ask clients and employees for testimonials for your site, Glass Door, etc. (you have a process for capturing positive feedback).	_____ _____ _____ _____
Build Your Reputation	<input type="checkbox"/> You leverage communication tools (in person, social media, LinkedIn) to share your insights daily, weekly. <input type="checkbox"/> You have developed your own frameworks for how you add value and how you see your company, industry, the world. <input type="checkbox"/> You consistently engage with your employees, clients, prospects, community as the face of the company at events, fundraisers, conferences with an editorial calendar. <input type="checkbox"/> Your personal brand is consistent across all channels.	_____ _____ _____ _____
Leverage Your Reputation	<input type="checkbox"/> You leverage your reputation and network to create new opportunities for your business through visibility, partnerships, etc. <input type="checkbox"/> You leverage your voice to give the company a face, engage the employees, and communicate with the industry. <input type="checkbox"/> You are visible in the broader industry and seen as a leader.	_____ _____ _____
Total Points	Anything Under 150, reach out for a complementary consult.	

Schedule Your Complementary Reputation Strategy Session at www.brandmirror.com.



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getgoing@brandmirror.com
www.brandmirror.com