

SHEBUILDSBRANDS

# AUDIT YOUR PERSONAL BRAND

By Kubi Springer

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# Why It's Important

SHEBUILDSBRANDS



A Brand Audit is like a health check for your brand. It's a brilliant way to put a mirror up to the brand to ascertain what about the brand is working and what is not working.

- Extract taken from 'I AM MY BRAND' By Kubi Springer



# Let's Do The Work!

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1. What is your Personal Brand PESTLE?

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2. What is your Personal Brand SWOT?

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# Let's Do The Work!

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3. How can you turn your threats into opportunities?

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4. Who are your direct competitors?

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# Let's Do The Work!

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5. Who are your non-direct competitors?

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6. How can you turn your competitors into partners?

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# Let's Do The Work!

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7. What do you really need?

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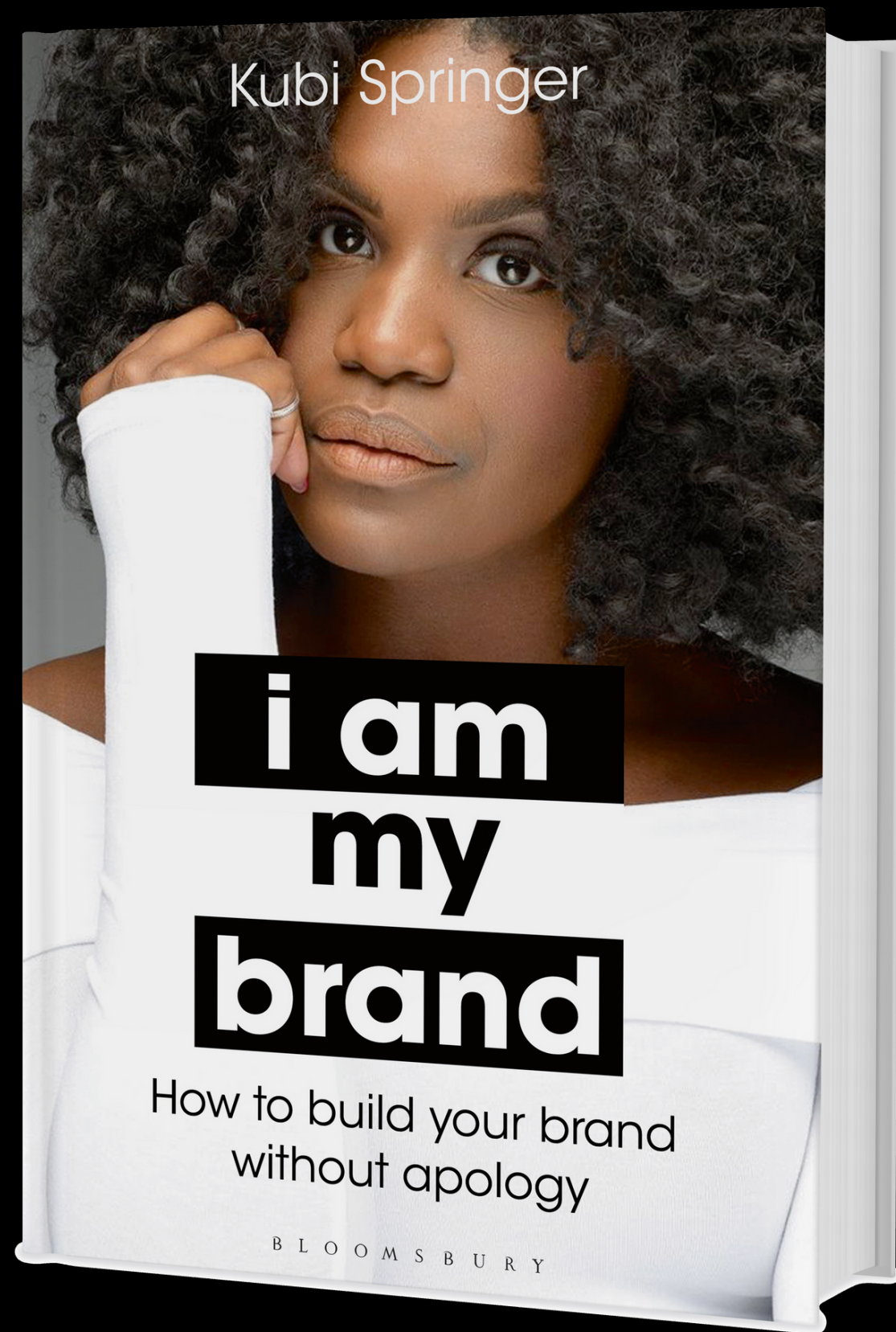
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“**DEFINE YOUR BRAND**  
**OR THE WORLD**  
**WILL DEFINE IT FOR YOU**”

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