



Personal Branding Audit Template

Name:

Date:

1. Personal Information

- Full Name:
 - Professional Title:
 - Current Company/Organization:
 - Contact Information:
 - Website/Portfolio URL:
 - Social Media Handles:
-

2. Brand Identity

a. Personal Brand Statement:

Craft a concise statement that encapsulates your professional identity and value proposition.

- Example: "I am a skilled HR consultant specializing in tech-driven solutions for multinational organizations, helping them optimize talent acquisition and retention strategies."

b. Core Values:

List your top 3-5 core values that define your professional and personal ethos.



- 1.
- 2.
- 3.
- 4.
- 5.

c. Unique Selling Proposition (USP):

What sets you apart from others in your field?

-
-

3. Online Presence

a. Google Search:

Search your name on Google and note the top 5-10 results.

- 1.
- 2.
- 3.
- 4.
- 5.

b. Social Media Audit:

Review your profiles on LinkedIn, Twitter, Facebook, Instagram, etc. Check for consistency in branding and professionalism.

- LinkedIn URL:
 - Professionalism: (Yes/No)
 - Consistency: (Yes/No)
 - Key Updates Needed:
- Twitter URL:

LaAphills

- Professionalism: (Yes/No)
- Consistency: (Yes/No)
- Key Updates Needed:
- Facebook URL:
 - Professionalism: (Yes/No)
 - Consistency: (Yes/No)
 - Key Updates Needed:
- Instagram URL:
 - Professionalism: (Yes/No)
 - Consistency: (Yes/No)
 - Key Updates Needed:

c. Website/Blog Audit:

Review your personal website or blog for content quality, branding, and professionalism.

- URL:
- Content Quality: (Poor/Fair/Good/Excellent)
- Branding Consistency: (Yes/No)
- Professionalism: (Yes/No)
- Key Updates Needed:

4. Content Creation

a. Key Content Themes:

Identify the main themes or topics you cover in your content.

- 1.
- 2.
- 3.

b. Content Platforms:

LaAlphills

List the platforms where you publish content (e.g., blog, LinkedIn articles, Medium, YouTube).

- 1.
- 2.
- 3.

c. Content Audit:

Review your recent content for quality, engagement, and alignment with your brand.

- Platform:
 - Recent Posts:
 - Engagement Level: (Low/Medium/High)
 - Quality: (Poor/Fair/Good/Excellent)
 - Brand Alignment: (Yes/No)
 - Key Updates Needed:
-

5. Networking and Engagement

a. Professional Networks:

List the professional associations, groups, or networks you are part of.

- 1.
- 2.
- 3.

b. Engagement Activities:

Detail your engagement activities, such as speaking engagements, webinars, networking events, and online communities.

- Activity:
 - Frequency:
 - Impact:
 - Key Updates Needed:
-

6. Personal Development

a. Skills and Competencies:

List your key skills and competencies relevant to your field.

- 1.
- 2.
- 3.

b. Training and Certifications:

List any relevant training, certifications, or courses you have completed.

- 1.
- 2.
- 3.

c. Areas for Improvement:

Identify areas where you need to improve or acquire new skills.

- 1.
 - 2.
 - 3.
-



7. Feedback and Testimonials

a. Collect Feedback:

Gather feedback from colleagues, mentors, and clients about your professional strengths and areas for improvement.

- Feedback Source:
 - Strengths Highlighted:
 - Areas for Improvement:

b. Testimonials:

Compile testimonials from clients or colleagues that highlight your expertise and professionalism.

- 1.
 - 2.
 - 3.
-

8. Action Plan

a. Goals:

Set specific, measurable, achievable, relevant, and time-bound (SMART) goals for improving your personal brand.

- 1.
- 2.
- 3.

b. Strategies:



Outline the strategies you will use to achieve your goals.

- 1.
- 2.
- 3.

c. Timeline:

Set a timeline for achieving each goal and implementing each strategy.

- 1.
- 2.
- 3.

d. Review Dates:

Schedule regular review dates to assess your progress and make adjustments.

- 1.
- 2.