

AUTHORITY BUILDER ASSESSMENT

Become the Architect of Your Brand

ONEX

How To Use Authority Builder Assessment

This Authority Builder Assessment is designed to help you evaluate whether your brand is positioned to reflect the influence and authority you aim to achieve. Through this process, you'll assess how effectively your current brand resonates with your audience and whether it supports your long-term vision. This assessment is your first step toward building a stronger, more impactful brand presence.

Step 1: Check Your Desires

Step 2: Check Your Authority

Step 3: Review Your Results

Aligning with Your Vision: Are You Ready for Global Growth?

- | | | |
|-----------------------------------------------------------------------------------|-----|----|
| 1. Do you desire to build a globally recognized brand? | Yes | No |
| 2. Do you desire to create your own economy and set your own financial future? | Yes | No |
| 3. Do you desire to become a thought leader, influencing others in your industry? | Yes | No |
| 4. Do you desire a brand that commands attention and attracts high-value clients? | Yes | No |
| 5. Do you desire a brand that speaks for itself even if you are not in the room? | Yes | No |
| 6. Do you have a clear and concise message that you are prepared to boldly share? | Yes | No |

Aligning with Your Vision: Are You Ready for Bold Growth?

If you answered "no" to the desire questions, or were unsure of how to respond, it may mean that you're not quite ready for the next step in building your personal brand. That's completely okay!

It's important to pursue this process when you're aligned with the ambition to elevate your visibility, authority, and impact.

Feel free to revisit the assessment when you're ready to make bold moves and step into your full potential.

In the meantime, focus on the areas of your business you feel more confident in and build from there.

AUTHORITY BUILDER ASSESSMENT

ANSWER EACH QUESTION HONESTLY WITH A SIMPLE "YES" OR "NO."

1. IS YOUR ONLINE PRESENCE EASILY SEARCHABLE AND VISIBLE?	YES	NO
2. DO YOU HAVE A CLEAR, CONCISE ELEVATOR PITCH FOR YOUR BRAND?	YES	NO
3. ARE YOU REGULARLY COLLABORATING WITH OTHER WELL KNOWN BRANDS OR MICROINFLUENCERS?	YES	NO
4. DO YOU HAVE A VALUE LADDER THAT OFFERS A VARIETY OF EXPERIENCES BASED ON YOUR USP?	YES	NO
5. ARE YOU FEATURED IN THE MEDIA AT LEAST A FEW TIMES PER YEAR?	YES	NO
6. CAN YOU ARTICULATE YOUR BRAND'S LONG-TERM VISION TO OTHERS WITHOUT HESITATION?	YES	NO
7. DO YOU HAVE 25 RELEVANT TESTIMONIALS HIGHLIGHTING YOUR "KNOWN FOR"?	YES	NO
8. ARE YOUR PARTNERSHIPS STRATEGICALLY HELPING GROW YOUR BRAND?	YES	NO
9. IS YOUR CONTENT HELPING POSITION YOU AS A THOUGHT LEADER IN YOUR INDUSTRY?	YES	NO
10. DO YOU SELL YOUR PRODUCTS OR SERVICES INTERNATIONALLY?	YES	NO
11. ARE YOUR BUSINESS RELATIONSHIPS CONTRIBUTING TO YOUR BRAND'S AUTHORITY?	YES	NO
12. CAN YOU CONFIDENTLY SAY THAT YOUR BRAND MESSAGE RESONATES WITH YOUR AUDIENCE?	YES	NO

AUTHORITY BUILDER ASSESSMENT

13. DO YOU HAVE STRATEGIC PARTNERSHIPS WITH OTHER BUSINESSES TO ENHANCE YOUR REACH?	YES	NO
14. IS YOUR PERSONA CONSISTENT ACROSS ALL SOCIAL MEDIA PLATFORMS AND WEBSITE?	YES	NO
15. ARE YOU OFFERING YOUR CLIENTS WELL-DEFINED, PRODUCTIZED SERVICES?	YES	NO
16. DO YOU REGULARLY GIVE PUBLIC TALKS, PRESENTATIONS, OR WORKSHOPS?	YES	NO
17. HAVE YOU CREATED A CLEAR PATH FOR SCALING YOUR BRAND GLOBALLY?	YES	NO
18. ARE YOUR CLIENTS OR CUSTOMERS REFERRING YOU TO THEIR NETWORK?	YES	NO
19. DOES YOUR BRAND TIE SEAMLESSLY BETWEEN IN PERSON AND VIRTUAL EXPERIENCES?	YES	NO
20. ARE YOU PUBLISHING OR BEING FEATURED IN KEY INDUSTRY PUBLICATIONS REGULARLY?	YES	NO
21. DO YOU HAVE VIDEO CONTENT THAT SHOWCASES YOUR BRAND POSITIVELY?	YES	NO
22. HAVE YOU CREATED ANY SIGNATURE TALKS OR PRESENTATIONS THAT HIGHLIGHT YOUR EXPERTISE?	YES	NO
23. DO YOU HAVE A WELL-DEVELOPED SIGNATURE “LOOK” THAT MAKES YOU RECOGNIZABLE?	YES	NO
24. DO YOU FEEL LIKE YOUR BRAND IS MAKING THE IMPACT YOU ORIGINALLY ENVISIONED?	YES	NO

- 20+ Yes Responses: You're well on your way to building a legacy brand! Your brand is strong, but refining your strategy further will push you into the spotlight as a go-to expert. Reach out to elevate your global impact.
- 15-19 Yes Responses: You have a solid foundation, but there are key areas that need improvement to achieve the visibility, authority, and scalability you desire. Let's close those gaps.
- 10-14 Yes Responses: Your brand has potential, but there are several missing pieces holding you back from true influence. Now is the time to invest in a more strategic approach.
- 0 -10 Yes Responses: There's significant work ahead, but you have the drive. This is a great starting point to reevaluate and rebuild your brand for long-term success. Let's begin the transformation process to get you where you want to be.

_____ out of 20

About ONEx Brand Agency

We are a bespoke brand agency for female founders, creatives and professional service providers.

Our mission is to help turn your business into a memorable brand.

The logo for ONEx Brand Agency is displayed in a stylized, serif font. The letters 'ON' are white, 'ME' is white, and 'EX' is red. The logo is set against a dark background with a diagonal split. In the upper right quadrant, there are white flowers and dark feathers. The overall aesthetic is elegant and sophisticated.

ONEx