

BRAND GROWTH SCORECARD

HOW VISIBLE, CREDIBLE & RECOGNIZED IS YOUR BRAND?

Rate each statement from 1 (Not at all) to 5 (Fully integrated)

THOUGHT LEADERSHIP & EXPERT POSITIONING

1. I regularly share insights or expertise through blogs, LinkedIn, or guest content.

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2. I'm positioned as an expert in interviews, podcasts, or media quotes.

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3. I participate in speaking opportunities, panels, or industry discussions.

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LOCAL & REGIONAL FEATURE COVERAGE

4. My business has been featured in local or regional publications.

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5. I proactively pitch my story or expertise to media outlets.

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6. My business milestones (launches, growth, announcements) are shared with local media.

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INDUSTRY RECOGNITION & AWARDS VISIBILITY

7. I actively submit my business for relevant awards or recognitions.

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8. My brand appears on "best of," rankings, or industry lists.

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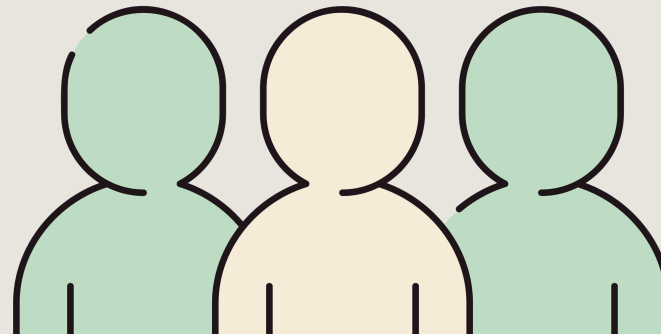
9. I promote awards, recognitions, or achievements across PR and marketing channels.

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MEASUREMENT & TRACKING

10. I have a system for tracking leads and understanding what PR and marketing channels are driving my brand growth.

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RESULTS

0-18: YOUR BRAND HAS LIMITED VISIBILITY OUTSIDE YOUR IMMEDIATE AUDIENCE.

19-32: YOU HAVE SOME VISIBILITY, BUT OPPORTUNITIES ARE INCONSISTENT.

33-42: YOUR BRAND IS GAINING CREDIBILITY AND RECOGNITION.

43-50: YOUR BRAND HAS STRONG AUTHORITY AND MARKET VISIBILITY.

IF YOU SCORED 0-18

Start building your brand's visibility foundation.

- Begin sharing insights on LinkedIn or your blog
- Clarify your brand story and expertise
- Look for local speaking or collaboration opportunities
- Research media outlets that cover your industry

IF YOU SCORED 19-32

You have some visibility, now focus on consistency.

- Start pitching story ideas to local media
- Turn business milestones into PR moments
- Apply for relevant industry or local awards
- Seek out panels, podcasts, or speaking opportunities

IF YOU SCORED 33-42

Your credibility is growing, now expand your reach.

- Pursue guest articles or podcast interviews
- Create a consistent PR and media outreach cadence
- Promote awards and media features across channels
- Target larger regional or industry publications

IF YOU SCORED 43-50

Your brand has strong authority, focus on scaling impact.

- Expand into national media and speaking opportunities
- Highlight major milestones and leadership insights
- Track which PR efforts drive leads and growth
- Invest in long-term visibility and recognition