CHAPTER 2

The Personal Brand Audit

Before the chapter exercise, here is a structured audit for assessing where your personal brand stands today across each of the dimensions covered in this chapter. Be honest. The value of the audit is proportional to the accuracy of your answers.

Visibility of genuine perspective

Are you sharing what you actually think, including the positions that feel slightly risky to hold publicly, or a safe, edited version?

Rating (1-5):

Notes:

Problem specificity

How specifically and honestly do you describe the problem you are solving? Would someone with that problem immediately recognize themselves in your description?

Rating (1-5):

Notes:

Story coverage

Across your existing content, do you have examples of all four story types: origin, failure, belief, and vision? Which ones are missing?

Rating (1-5):

Notes:

Platform focus

Are you genuinely present on one platform or thinly present on several? Is the platform you are most active on the right one for your specific audience?

Rating (1-5):

Notes:

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Rating (1-5):

Notes:

Building in public

Are you sharing your process, including the uncertain and unresolved parts, or only sharing things once you know how they turned out?

Rating (1-5):

Notes:

Bridge completeness

Is the connection between your personal brand and your company brand clear and explicit, or do they feel like two separate things?

Rating (1-5):

Notes:

CHAPTER 2 EXERCISE

The Four Story Types

Write the first draft of each story type for your personal brand. Keep each one to a paragraph or two. Do not edit for polish, grammar, or presentation. The goal is to get the true version out of your head and onto the page. You will refine these later. Right now accuracy matters more than quality.

The Origin Story: What is the specific moment or experience that made the problem you are solving undeniable to you? What did you try before you decided to build your own solution and why was it not enough?

The Failure Story: What is a specific mistake or wrong assumption you have made in building this that you are willing to be honest about? What did you try, why did you think it would work, and what actually happened?

The Belief Story: What do you believe about your industry or space that most people in it do not believe, or would not say out loud? Why do you hold this belief and what have you seen that supports it?

The Vision Story: What does the world look like for the people you are trying to help if what you are building actually works? Not what your product does, but what becomes possible for them.

Now look at your audit scores from this chapter. Which dimension of your personal brand is your biggest gap right now? What is one specific thing you will do this week to address it?