

Disagree

Agree

1

2

3

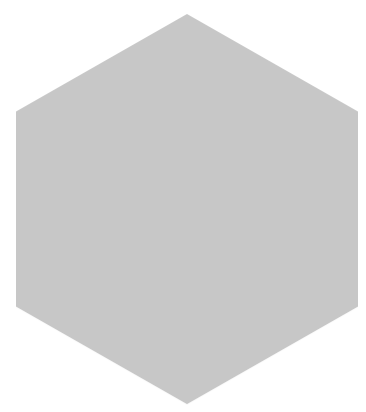
4

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Rate 1-7



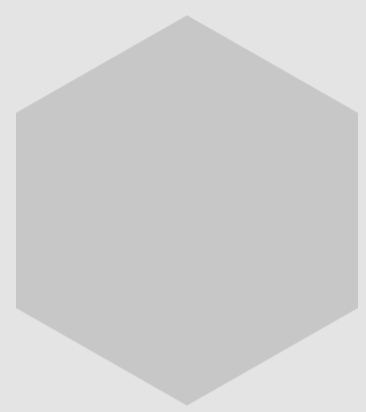
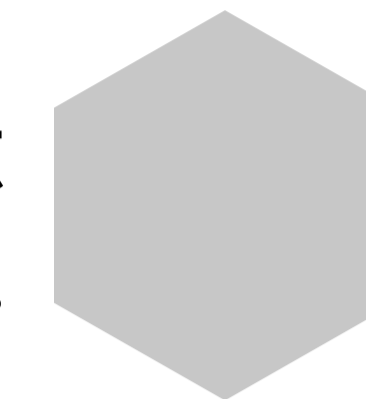
I am relevant on at least two social networks.

I actively engage clients and prospects through social media.



Users can discover my purpose on my website in 8 seconds or less.

I have a social media engagement policy that guides my behavior.



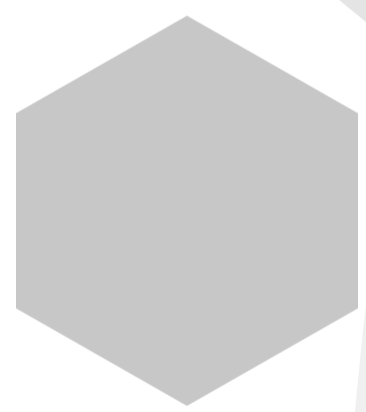
The content I publish leads to the solutions I control the most.

I am in complete control of how my digital value is perceived.



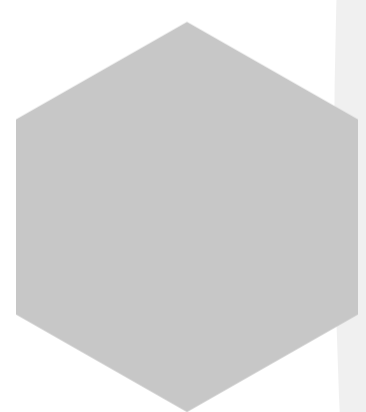
I have a documented protocol for client communication activity.

I never solicit prospects with sales jargon through direct messages.



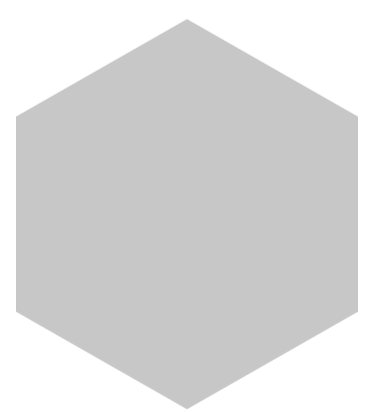
I actively share and comment on other's successes.

I have a documented process for handling trolls and negative feedback.



My digital media marketing campaigns never look or feel like advertisements.

I have designed a digital filter to engage only with qualified prospects and ideal clients.



The context of my published content is derived from my beliefs and opinions.

I am recognized frequently for the quality of my content.



Total

Add the numbers up and keep for your records... measure quarterly.

Date \_\_\_\_\_