

Name: _____ Company Name: _____ Date: _____
 Campaign focus _____ Month _____

Facebook: _____ Twitter: _____
 Instagram: _____ YouTube: _____
 Pinterest: _____ Other: _____

Current Positioning Strategy:

Current Community-Building Strategy:

	(1) Poor		(5) Moderate					(10) Excellent		
Branding Consistency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Profitability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clear & Converting Sales Funnel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Confidence with Video	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SEO Ranking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Clear Business Voice	<input type="checkbox"/> OK	<input type="checkbox"/> Help	Hashtag Strategy	<input type="checkbox"/> OK	<input type="checkbox"/> Help
Vision for Community	<input type="checkbox"/> OK	<input type="checkbox"/> Help	Infographics	<input type="checkbox"/> OK	<input type="checkbox"/> Help
Media Bling	<input type="checkbox"/> OK	<input type="checkbox"/> Help	Memes	<input type="checkbox"/> OK	<input type="checkbox"/> Help
Collaboration Strategy	<input type="checkbox"/> OK	<input type="checkbox"/> Help	Course Creation	<input type="checkbox"/> OK	<input type="checkbox"/> Help
Sales Acceleration System	<input type="checkbox"/> OK	<input type="checkbox"/> Help	Blog Syndication	<input type="checkbox"/> OK	<input type="checkbox"/> Help
Referral Program	<input type="checkbox"/> OK	<input type="checkbox"/> Help	Tagline	<input type="checkbox"/> OK	<input type="checkbox"/> Help
Event Calendar	<input type="checkbox"/> OK	<input type="checkbox"/> Help	Organized Body of Work	<input type="checkbox"/> OK	<input type="checkbox"/> Help

Observations:
