

ARE YOU AS STRONG AS YOU THINK YOU ARE?

The Personal Brand Audit

A diagnostic for anyone whose name is the asset, not just the résumé attached to it.

PRIVATE AUDIT REPORT

PB-AUDIT-07

PREPARED BY ISHA CHOPRA

7

Exhibits

35

Findings

1

Verdict



AUDIT REFERENCE

SCOPE	OPINION ISSUED	PREPARED BY
7 Exhibits, 35 Findings	Page 12 of This Report	Isha Chopra Social Media and Personal Brand Strategist ishachopra.com

WHAT'S INSIDE

Seven exhibits. Thirty-five findings. One verdict.

Exhibit A Positioning & Point of View	Exhibit B Narrative & Proof	Exhibit C Digital First Impression
Exhibit D Content & Thought Leadership	Exhibit E Visual & Verbal Consistency	Exhibit F Credibility & Social Proof
Exhibit G Visibility & The Rooms You're In		

BEFORE YOU BEGIN

This is not a vibe check.

Most personal branding checklists ask if you "feel confident" or "have a nice logo." This one doesn't. It's built the way an actual audit works: specific claims, scored against evidence, with an opinion issued at the end, not a mood board, a verdict.

You'll move through seven exhibits. Each contains five statements about how your brand actually functions today, not how you intend it to function. Score yourself against what is true right now, on the record, not what you plan to fix next quarter.

1	1 RARELY TRUE
2	2 OCCASIONALLY TRUE
3	3 SOMEWHAT TRUE
4	4 MOSTLY TRUE
5	5 CONSISTENTLY TRUE

01

Score every statement honestly, alone.

Not how your team sees you. Not how you'd like a client to answer on your behalf.

02

Total each exhibit out of 25.

Write the number in the score box at the end of each section.

03

Carry all seven totals to the Tally page.

Your combined score, out of 175, determines your Audit Opinion.

04

Read the opinion. Then read it again.

The gap between where you scored and where you assumed you'd score is the actual finding.

THE AUDIT BEGINS

Score each statement as it stands today — not as you intend it to be.

EXHIBITS A — G



A close-up, high-angle shot of a silver fountain pen with a black barrel, writing the words "Audit Report" in a serif font on a light-colored, textured surface. The pen is positioned diagonally from the top right towards the bottom left. The nib is in contact with the surface, and the ink is visible. The background is a soft, out-of-focus light beige.

EXHIBIT A

Positioning & Point of View

A brand with no position is not modest, it's forgettable. This exhibit tests whether you actually stand for something specific, or whether you've optimized yourself into sounding like everyone else in your field.

STATEMENT	SCORE (1–5)
A1 — I can state my professional point of view in one sentence, without hedging.	-----
A2 — If you removed my name and title, someone would still recognize my thinking as mine.	-----
A3 — I have said no to work or visibility that didn't fit my position, in the last year.	-----
A4 — My closest peers would describe my expertise the same way I describe it myself.	-----
A5 — My positioning hasn't shifted in the last 12 months just to chase a trend.	-----

EXHIBIT A SCORE: _____ / 25

NOTES & OBSERVATIONS: _____

 FIELD NOTE: Professionals don't lose opportunities because they lack a title. They lose them because a prospect can't repeat, to someone else, what makes them different. If A2 scored low, that's the actual leak.

EXHIBIT B

Narrative & Proof

A story with no evidence is a pitch. This exhibit checks whether your narrative is backed by receipts, or whether it's a well-rehearsed version of your résumé with better adjectives.

STATEMENT	SCORE (1–5)
B1 — I have a specific story about how I got here, not a generic career summary.	-----
B2 — I can name three concrete results that back up my claims, on the spot.	-----
B3 — My story explains why I do this work, not only what I do.	-----
B4 — I've used the same core story, consistently, in my last three self-introductions.	-----
B5 — A stranger could repeat my story back accurately after hearing it once.	-----

EXHIBIT B SCORE: _____ / 25

NOTES & OBSERVATIONS: _____

 FIELD NOTE: If B4 scored low, you don't have a story problem. You have a different story every time, which means you have no story at all.

EXHIBIT C

Digital First Impression

Before anyone hears you speak, they Google you. This exhibit audits the eight seconds that decide whether they lean in or move on.

STATEMENT	SCORE (1–5)
C1 — I have Googled my own name in the last 30 days.	-----
C2 — The first page of results reflects my current work, not an old job or a stale bio.	-----
C3 — My LinkedIn headline says what I do and for whom, not only my job title.	-----
C4 — My profile photo, banner, and bio look like they belong to the same person.	-----
C5 — A stranger can understand what I offer within 8 seconds of landing on my profile.	-----

EXHIBIT C SCORE: ____ / 25

NOTES & OBSERVATIONS: _____

 FIELD NOTE: C1 is not a trick question. Most professionals haven't checked what the internet says about them in over a year. Their prospects check weekly.

EXHIBIT D

Content & Thought Leadership

Expertise that isn't published doesn't compound, it evaporates. This exhibit tests whether you're building a visible body of thinking, or quietly hoping your work speaks for itself.

STATEMENT	SCORE (1–5)
D1 — I have published something in my own words in the last 30 days.	-----
D2 — What I publish teaches or argues something, rather than only reacting to trends.	-----
D3 — I could name my last three posts or pieces without looking them up.	-----
D4 — People respond with more than emojis, actual replies, questions, disagreement.	-----
D5 — I hold a point of view specific enough that some people would disagree with it.	-----

EXHIBIT D SCORE: _____ / 25

NOTES & OBSERVATIONS: _____

 FIELD NOTE: If D5 scored low, you're not publishing thought leadership. You're publishing content that agrees with everyone, which is why no one remembers it.

EXHIBIT E

Visual & Verbal Consistency

Trust is built through repetition. This exhibit checks whether you look and sound like one coherent person across every place someone might encounter you, or like three different consultants sharing a name.

STATEMENT	SCORE (1–5)
E1 — My website, LinkedIn, and any decks use the same visual language.	-----
E2 — I use the same core phrases to describe my work, everywhere I show up.	-----
E3 — My tone in writing matches my tone in person.	-----
E4 — I haven't rebranded my visuals more than once in the last two years out of indecision.	-----
E5 — Someone could screenshot any of my public profiles and know it's mine, with the name covered.	-----

EXHIBIT E SCORE: _____ / 25

NOTES & OBSERVATIONS: _____



FIELD NOTE: Consistency isn't about looking polished. It's about being recognizable without needing your name attached. That's what E5 is really asking.

EXHIBIT F

Credibility & Social Proof

Claims are cheap. Proof is not. This exhibit checks whether your credibility is visible and specific, or buried in a testimonials page nobody scrolls to.

STATEMENT	SCORE (1–5)
F1 — My testimonials name a specific result, not just "great to work with."	-----
F2 — I've been featured, quoted, or hosted somewhere I did not create myself.	-----
F3 — I can name three people who would vouch for my work without being asked twice.	-----
F4 — My credibility markers are visible within 10 seconds of landing on my site or profile.	-----
F5 — I've updated my proof points in the last six months.	-----

EXHIBIT F SCORE: ____ / 25

NOTES & OBSERVATIONS: _____



FIELD NOTE: If F1 scored low, your proof isn't proof yet, it's flattery. A named result beats a warm adjective every time.

EXHIBIT G

Visibility & The Rooms You're In

A strong brand that no one relevant sees is a well-kept secret, not an asset. This final exhibit checks whether you are actually in front of the people who matter, or just in front of your own algorithm.

STATEMENT	SCORE (1–5)
G1 — I've been in a room, panel, podcast, or conversation with my target audience this quarter.	-----
G2 — People outside my existing network have reached out to me first in the last 90 days.	-----
G3 — I know exactly who or where my next three visibility moves should be.	-----
G4 — My visibility isn't entirely dependent on one platform or one relationship.	-----
G5 — If I disappeared from LinkedIn tomorrow, I would still be findable and known.	-----

EXHIBIT G SCORE: ____ / 25

NOTES & OBSERVATIONS: _____

📌 FIELD NOTE: G5 is the real test. If the answer is no, your brand lives on rented land. Everything else in this audit only matters once this is fixed.

CONSOLIDATED FINDINGS

Carry your totals forward.

Transfer each exhibit score below. Add them for your combined total, out of 175. This number determines your Audit Opinion on the next page.

EX.	EXHIBIT	SCORE
A	Positioning & Point of View	____ / 25
B	Narrative & Proof	____ / 25
C	Digital First Impression	____ / 25
D	Content & Thought Leadership	____ / 25
E	Visual & Verbal Consistency	____ / 25
F	Credibility & Social Proof	____ / 25
G	Visibility & The Rooms You're In	____ / 25
	COMBINED TOTAL	____ / 175



READING THE GAPS: Don't just read the total. Look at which exhibit scored lowest. A single weak exhibit, especially C, D, or G, quietly caps every other score, because no one sees the strong ones if they can't find you or don't stay long enough to look.

The Audit Opinion

In a financial audit, the opinion is the whole point, everything else is supporting evidence. Same here. Find your combined score below.

150–175 — Unqualified Opinion: The Fundable Brand

Your brand fairly represents you in all material respects. Positioning, proof, and visibility are aligned. Rare. The work now is defending this, not building it.

115–149 — Qualified Opinion: The Emerging Authority

Mostly sound, with specific, fixable exceptions. You have real substance that isn't fully reflected in how you show up. Most capable professionals live here.

75–114 — Material Weakness: The Undersold Expert

The expertise exists. The presentation actively undersells it. You are losing rooms, deals, and offers to people less qualified than you, and it's fixable within a quarter.

Below 75 — Disclaimer of Opinion: The Invisible Operator

Insufficient evidence exists to form an opinion of your brand, because there isn't enough of it in the market to audit. This isn't a tone problem. It's a starting-from-zero problem.

[VERDICT RECORDED]

WHAT THIS AUDIT WON'T TELL YOU

Self-audits have a blind spot: you.

You just scored yourself against 35 specific claims about your own brand, which means this audit is only as accurate as your own objectivity. That's the limit of any self-assessment, including the expensive ones dressed up as workshops.

What a self-audit can do

Show you exactly where the gaps are, in your own words, without you having to admit it out loud to anyone first.

What it can't do

Tell you why the gap exists, what to fix first, or what it's actually costing you in rooms, deals, and offers you never hear about because you weren't visible enough to be considered.

That's the part I do with public-facing professionals directly: a working session where we go exhibit by exhibit through your actual brand, not your self-reported score, and build the fix in priority order.

READY FOR THE VERSION WITH AN OUTSIDE OPINION

Bring me your scorecard.

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