



BRAND POWER

● RED - 1 POINT
 ● AMBER - 3 POINTS
 ● GREEN - 5 POINTS



SALES ON				CHANNEL ON/OFF				PRODUCT ON/OFF				BRAND ON/OFF			
	1 POINT	3 POINTS	5 POINTS		1 POINT	3 POINTS	5 POINTS		1 POINT	3 POINTS	5 POINTS		1 POINT	3 POINTS	5 POINTS
SOCIAL	1-1000 PEOPLE	1000-10,000 PEOPLE	10,000 + PEOPLE	ROUTE TO MARKET	1-1000 PEOPLE	1000-10,000 PEOPLE	10,000 + PEOPLE	YOUR UNIQUENESS	DESIGN	BUILD	ACTIVATE	GOOGLE FAME	1-1000 PEOPLE	1000-10,000 PEOPLE	10,000 + PEOPLE
				CULTURAL				BRAND				ARTICLES WHITE PAPERS/ BLOG POSTS			
				COMMERCIAL				PRODUCT				GURU BOOKS/ PODCAST/TV CHANNEL			
				INFLUENCER				CHANNEL				MEDIA PRESS INTERVIEW/ NEWSFEED/ AWARDS			
				NETWORK				SALES				SPEAKING PRESENTATION			
				KNOWN				INFRA- STRUCTURE				VIDEO/ WEBSITE/TV POST /VLOG			
INFLUENCE				REACH				SKILL				FAME			
SCORE	/25			SCORE	/25			SCORE	/25			SCORE	/25		
TOTAL								/100							