

# BRAND JOURNALISM COURSE

## Self-Assessment: Are you ready to become a Brand Journalist to market your company?

*[SCORING: For every 'yes' answer, give yourself 1 point. For every 'no' answer, give yourself zero points.]*

Do you wish you were getting more business from your website and social media?	Yes	No
Do you struggle to find topics for blog articles?	Yes	No
Is writing your company's blog a chore for you?	Yes	No
Are you overwhelmed with all the social media platforms?	Yes	No
Are you frustrated because you don't get traction on social media?	Yes	No
Do you want to build real connections with your customers and your potential customers on social media?	Yes	No
Do you want to understand how video can help your marketing?	Yes	No
Are you looking for ways to get more traffic to your website?	Yes	No
Do you want to know how to turn website and social media traffic into customers coming through your door?	Yes	No

Are you willing to spend four hours a month on marketing content that will dramatically grow your business? Yes  No

Are you fed up with traditional advertising (newspaper/tv/radio/mailers) that just doesn't seem to work? Yes  No

Is your website just an expensive listing on the internet that really doesn't do much to dynamically market your business? Yes  No

Do you want to get ahead of your competition and market your company in a better way instead of trying to catch up to what your competition is doing? Yes  No

Do you want to understand how Youtube can have a powerful impact on your ability to connect with customers? Yes  No

Do you want to have clarity to your online marketing that allows you to have a strategy and a plan? Yes  No

**Total Possible = 15 points** **Your Score = \_\_\_\_\_**

## HOW DID YOU DO?

If you scored low on this then we can only assume that you are slaying the dragon when it comes to your social media and website marketing, and you really don't need any of the help we can offer.

But if you scored anything from 5 to 15 points, then you should consider taking the Brand Journalism Course. In the course we will teach you how to connect with customers through your digital marketing and build those connections into not just customers, but champions of your business. We'll give you clarity when it comes to digital marketing, help you identify the social media that is important to your company, and show you not only how to create content, but why that content works.