



How well do YOU know you?
Rate yourself 0-5 (0 is not at all, 5 is "nailed it!")

	Rating
I know my TRIBE's demographics AND psychographics.	
I call my TRIBE by name -- and they answer!	
EMPATHY: I'm confident my message speaks into my TRIBE.	
AUTHENTICITY: I'm comfortable showing up as who I <i>really am</i> , when I'm leading my Tribe	
My communication strategy includes marketing, consulting and selling language	
I have collected abundant testimonials and case studies	
I implement a documented system for creating an engaged community of followers, clients and raving fans	
I know who should be on my team	
My team "owns" my message and can promote me with ease	
My team is engaged and promotes, connects and refers me on a regular basis	