

Visible Expert Benchmarking Self-Assessment Worksheet

How visible is your expertise? Are you using the right techniques to reach your target audience? Are you seeing a return on your marketing efforts? This worksheet is designed to help you find the answers.

Use this questionnaire to work through an abridged version of Hinge's Visible Expert benchmarking process. The complete benchmarking analysis accounts for many more variables in greater depths, weighting each data-point based on a proprietary algorithm. In this workshop, we will develop a provisional understanding of your visibility and place within the industry.

Categories Assessed

Marketplace Profile

How well you are positioned to compete in the markets where you operate.

Expertise

How effectively your expertise is demonstrated to your target audience such as prospective clients, influencers, or potential employees and business partners.

Visibility

How visible your expertise is to your target audience such as prospective clients, influencers, or potential employees and business partners.

Business Development

How effective your process is for increasing engagement with potential clients, identifying qualified opportunities and turning them into new business.

Marketing Infrastructure

How capable your marketing infrastructure is of supporting the activities of a high-growth industry expert.

Impacts

To what extent you are enjoying the impacts expected from being a high-growth, high-visibility industry expert.

Instructions

In this abridged version of the Visible Expert benchmarking exercise, we will examine each category's top five indicators. For each statement, select the number (on a scale from 1 to 5) that best represents your situation and write it in the box labeled "Score." There are three statements or anchor points for your reference that are associated with ratings of 1, 3, and 5. For example, if you're somewhere between a 3 and 5, give yourself a 4.

Example



You have a broad audience, across many industries, revenue sizes, and organizational roles.

Your audience is limited to multiple industries, firm revenue sizes, geographic markets, or decision-making roles. You may be concerned about focus.

You have a clearly-defined, well-documented profile of a narrow target audience, including a target industry, revenue size, decision-making roles, key issues, and psychographics. This profile is well understood and widely enforced.

SCORE:	4
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Marketplace Profile

1. You have a clearly defined, limited in scope, and well-articulated target audience.



You have a broad audience, across many industries, revenue sizes, and organizational roles.

Your audience is limited to multiple industries, firm revenue sizes, geographic markets, or decision-making roles. You may be concerned about focus.

You have a clearly-defined, well-documented profile of a narrow target audience, including a target industry, revenue size, decision-making roles, key issues, and psychographics. This profile is well understood and widely enforced.

SCORE:

2. You regularly conduct systematic, primary research on your target audience.



I don't feel the need to do research on my target audience.

I have done research on my clients, but don't do it regularly or frequently.

I conduct primary, original research on my target audience at least quarterly.

SCORE:

3. You have easy to understand, believable, and provable differentiators that are important to your audience.



I'm not sure if I have the right differentiators.

I have differentiators I believe are good, but am not sure because I get a lot of pushback on price.

I'm sure my differentiators are easy to understand, believable, and clearly important to my audience.

SCORE:

4. You do not face growing competition from widely known experts.



I do have increasing competition from powerful competitors.

I have growing competition, but am staying ahead of it.

I'm recognized as a market leader.

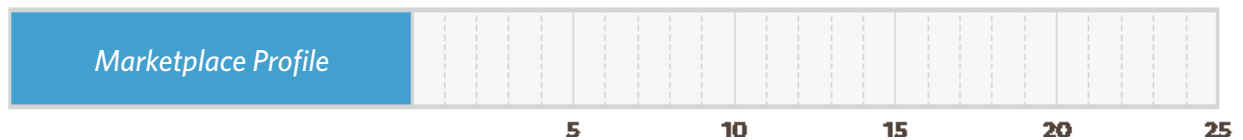
SCORE:

5. You have specialized solutions to issues that are important to your clients.



SCORE:

Your Total Marketplace Profile Score



Expertise

1. You are a nationally recognized expert in the services that you offer.



1
I am recognized in-house as the "resident" expert, but not beyond my immediate community.

3
I am beginning to be recognized on a regional or national scale.

5
I am a recognized expert known by almost everyone in the industry.

SCORE:

2. You have a book reflecting your specialized expertise.



1
I have not published a book.

3
I have published a book relevant to my industry expertise, but it is not a best seller or standard reference.

5
I have published a book relevant to my industry expertise that has achieved "best seller" status or is very widely recommended throughout my industry.

SCORE:

Expertise (cont'd)

3. You conduct original research in your area of expertise and/or on issues important to your clients, and it is widely cited by industry publications and opinion leaders.



I do not conduct original research on my target area of expertise or on issues important to my clients.

I do original research, but it is not widely cited by peers or publishers.

I am an industry leader and pioneer, conducting primary research on emerging industry trends or issues. Research I conduct is widely cited and referred to by industry peers and publications.

SCORE:

4. You are invited to do presentations and keynote addresses to your target audience.



I am not regularly asked to do presentations or keynote addresses.

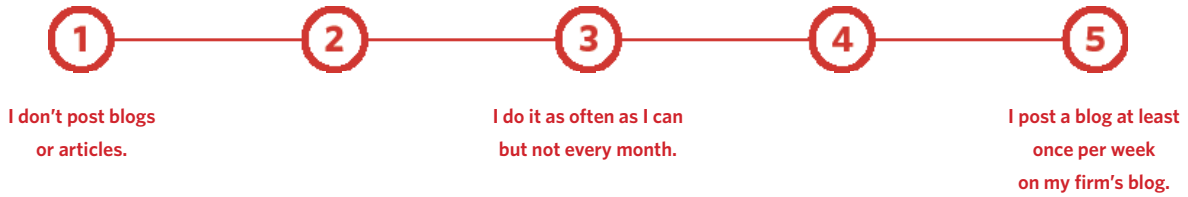
I do some speaking but need to evaluate it and may not always receive top billing.

I am invited to give keynote speeches at nationally or internationally recognized conferences. I am THE go-to person and command top billing.

SCORE:

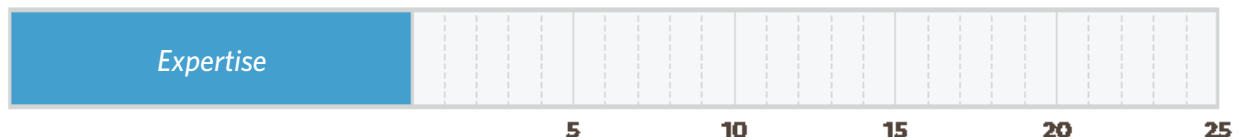
Expertise (cont'd)

5. You do regular, frequent blogging and/or articles on your firm's blog.



SCORE:

Your Total Expertise Score



Visibility

1. You incorporate Search Engine Optimization (SEO) best practices in your marketing and/or runs Pay Per Click (PPC) advertising campaigns.



1
I don't focus on search engine rankings or PPC advertising.

3
I have done SEO or PPC but am not sure I am seeing a positive return.

5
I am heavily focused on SEO and/or PPC, monitoring it, and am seeing a positive return.

SCORE:

2. You contribute guest blog posts or articles regularly to outlets (i.e. blogs, journals, magazines) read by your target audience.



1
I don't contribute blog posts or articles to outside publications.

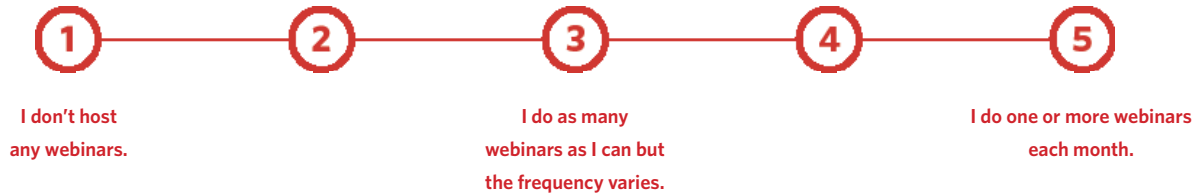
3
I do it as often as I can but not every month or not necessarily in the right publications.

5
I post a blog at least once per month in outside publications read by my target audience.

SCORE:

Visibility (cont'd)

3. You do regular, frequent webinars or other online events attended by your target audience.



SCORE:

4. You are active on social media followed by your target audience.



SCORE:

Visibility (cont'd)

5. You are approached by business or marketing partners who want to work with you.



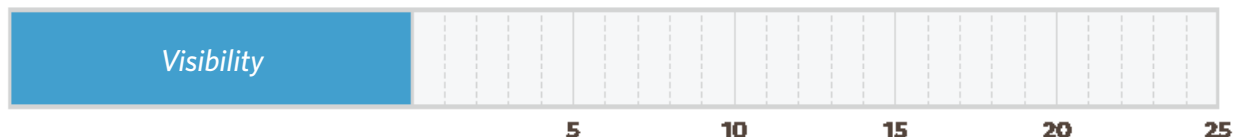
1
Partners do not approach me. I would need to approach them.

3
I both seek out and receive invitations for business or marketing partnerships.

5
I have no need to seek out business or marketing partnerships, they approach me. I can be highly selective with the partnerships considered.

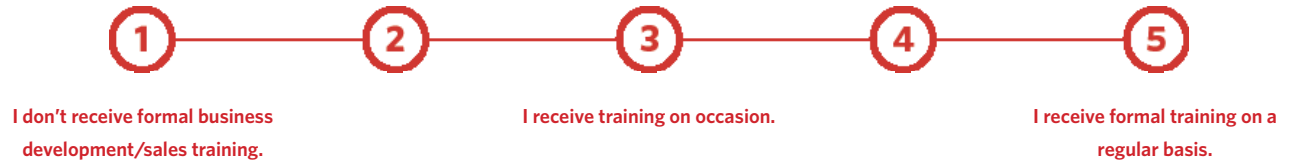
SCORE:

Your Total Visibility Score



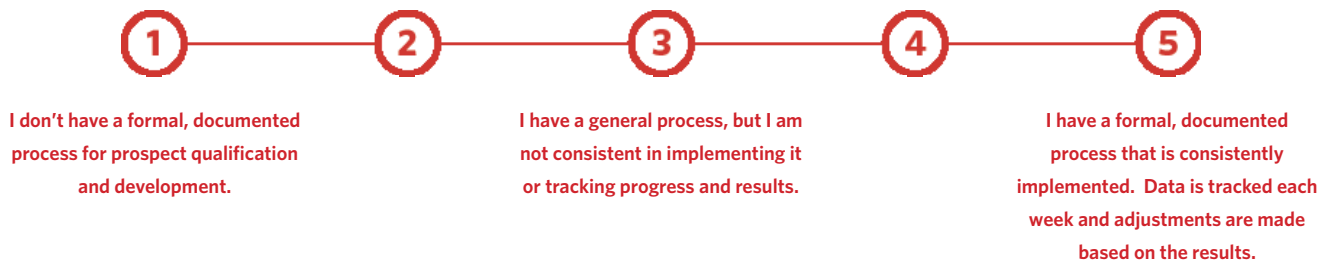
Business Development

1. You engage in formal business development or sales training.



SCORE:

2. You have a "funnel" or "pipeline" system that systematically qualifies prospects and moves them to higher levels of engagement. You regularly collect data on progress through the pipeline and make adjustments based on that information.



SCORE:

3. You have a regularly scheduled system of outbound communication with clients and prospects such as newsletters, emails or phone calls.



1
I communicate with clients and prospects from time to time but not consistently.

3
I have some regular communication, but not sure how well it works.

5
I have a well thought out program that is consistently implemented and is effectively tracked.

SCORE:

4. You regularly offer opportunities for substantive and insightful conversations with clients, prospects and/or teaming partners about their needs.



1
I have conversations as time allows.

3
I have plans, but different people approach it differently.

5
I have specific offers for substantive conversations with prospects, clients, and business partners.

SCORE:

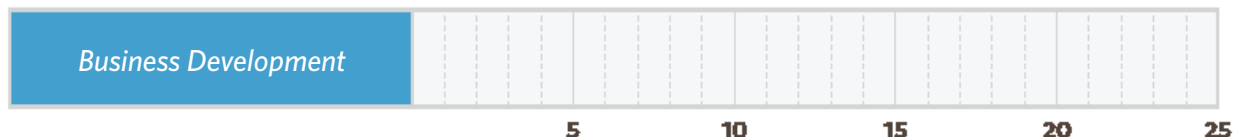
Business Development (cont'd)

5. You have a standardized, repeatable process for producing compelling proposals.



SCORE:

Your Total Business Development Score



Marketing Infrastructure

1. You have a written brand positioning statement and specific messaging to each important segment of your target audience.



I don't have a written brand positioning statement or formal messaging to each target audience.

I have a brand positioning statement in place but it may be outdated or incomplete.

My written brand positioning statement incorporates relevant, believable, and provable differentiators and messages are tailored to clearly defined target audiences.

SCORE:

2. You have a modern website that reflects your brand positioning and shows visitors how you can help them.



My website is out of date and/or not very effective.

My website is not bad, but it could certainly be improved.

My website is modern looking, easy to navigate and mobile responsive. It reflects my brand positioning, and shows visitors what I do and how I can help them.

SCORE:

3. You have CRM/Marketing Automation tools that allow you to manage and track the impact of your efforts.



SCORE:

4. You have accurate and up to date social media profiles on all platforms widely used for business by your target audience.



SCORE:

5. You have compelling, up to date marketing materials, including video, explaining how you help your clients.



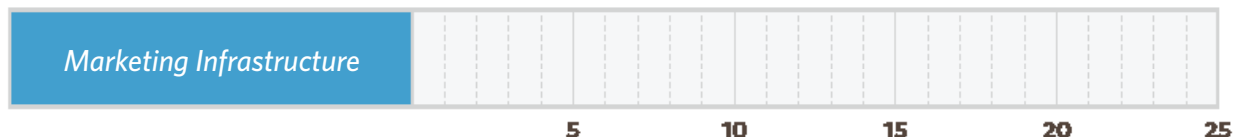
I have some marketing materials, but they are outdated or not of professional quality.

I have mostly up-to-date marketing materials that are of professional quality, but others are needed.

I have compelling, up to date marketing materials, including video, explaining how I can help my clients.

SCORE:

Your Total Marketing Infrastructure Score



Impacts

1. You have enough business leads seeking you out to allow you to be selective and maintain margins.



1
I could definitely use more leads and/or better quality leads.

2
I am consistent in lead generation or lead quality, but not both.

3
I have plenty of high quality leads and can be very selective.

SCORE:

2. Your new leads are educated about how you can help them and the key advantages of working with you.



1
I have to educate our leads about my services and value.

2
I have some leads that are well educated about my services and value.

3
My leads are well educated and understand my services and the value I offer.

SCORE:

Impacts (cont'd)

3. You are growing many times faster than your industry as a whole.



I am growing slower than the industry average.

I am growing at about the industry average.

I am growing faster than the industry average.

SCORE:

4. You are at least twice as profitable as your closest competitors.



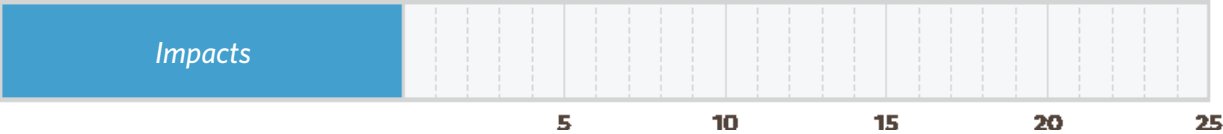
I'm less profitable than the industry average.

My profitability is at about the industry average.

I'm more profitable than the industry average.

SCORE:

Your Total Impacts Score

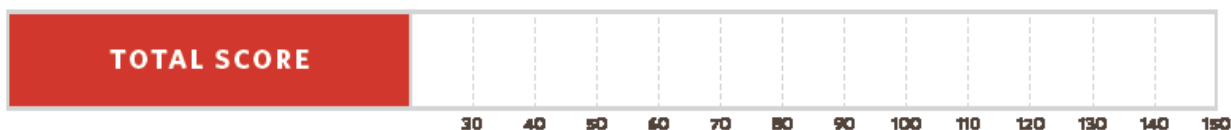


Benchmarking Your Visibility

In the table below, shade the box up to the sum total for each section. For example, if your *Marketplace Profile* total score was 19, shade up to the number 19 in that section of the table below.

SECTION	SCORE				
<i>Marketplace Profile</i>					
<i>Expertise</i>					
<i>Visibility</i>					
<i>Business Development</i>					
<i>Marketing Infrastructure</i>					
<i>Impacts</i>					
	5	10	15	20	25

Now add up the ratings for each of the five sections and write your total score below.



What does my score mean?

A score of 130-145 Your profile is characteristic of other high-growth experts that allows you to increase visibility, own a niche in the marketplace, and grow.

100-129 You are on the right track, but could improve in key areas.

99 and Below You face important opportunities to build your visibility and grow.

About the Visible ExpertSM Program

Designed to deliver more referrals, higher profits, and faster growth, the Visible ExpertSM Program will build a powerful marketing platform to engage your audiences and increase your visibility. Based on the most extensive research into high-growth experts ever conducted, the Visible ExpertSM Program will ground your marketing in science and leverage your expertise to draw in the right audiences.