Assessment questionnaire

Profile: Personal brand

This is the complete questionnaire so you can prepare at your own pace. When you are ready, fill it out online and receive a copy by email: **https://docs.instfy.com/en/form-assessment/?perfil=marca-pessoal**

Estimated time: about 10 minutes · Fields marked * are required in the online form. Never write passwords in this questionnaire.

Who it is for: experts, creators and professionals who are their own brand.

WHAT WE ASSESS MORE DEEPLY

Positioning · Authority · Audience and channels · Products and services · Revenue models · Dependence on personal presence

KEY QUESTIONS

- What do you want to be remembered for?
- How do you turn an audience into revenue?
- How do you grow without depending only on your own time?

You receive: a diagnosis of positioning and revenue model, with a direction to build the brand as a business.

Your details

So we can send your copy and get back to you.

1. Full name *

2. Email *

3. Phone or WhatsApp

4. Your role

5. Company *

6. Company website or social profile

7. City and country

Who the business is

The type of business completely changes the analysis.

8. Which profile best describes your business? *

Choose one option

☐ Company being created ☐ Startup ☐ Small or mid-sized business ☐ Family business
☐ Established company ☐ Business group ☐ Manufacturing ☐ Retail ☐ Services ☐ Franchise
☐ Personal brand ☐ Public institution ☐ Multinational

9. Industry

10. How long has the business existed?

Choose one option

☐ Not started yet ☐ Less than 2 years ☐ 2 to 5 years ☐ 5 to 15 years ☐ More than 15 years

11. Team size

Choose one option

☐ Just me ☐ 2 to 10 ☐ 11 to 50 ☐ 51 to 200 ☐ More than 200

12. Approximate annual revenue

Choose one option

☐ I prefer not to say ☐ No revenue yet ☐ Up to US$ 250k ☐ US$ 250k to 1M ☐ US$ 1M to 10M
☐ Over US$ 10M

Questions for your profile

Questions specific to the profile you chose. They make our first conversation much more focused.

13. What are you an expert in, and what do you want to be known for? *

14. Where is your audience?

Check all that apply

☐ Instagram ☐ LinkedIn ☐ YouTube ☐ TikTok ☐ Podcast ☐ Newsletter ☐ Events and talks

15. Approximate audience size

16. How do you generate revenue today?

Check all that apply

☐ Consulting or mentoring ☐ Courses and digital products ☐ Speaking engagements
☐ Advertising and partnerships ☐ Community or subscription ☐ I don't monetize yet

17. How much of your revenue depends on your own time?

Choose one option

☐ Almost all of it ☐ About half ☐ Little

Where you are and where you want to go

You do not need to be sure what the problem is. Finding out is also our job.

18. What best describes your moment? *

Choose one option

☐ Create something new ☐ Transform what exists ☐ Develop and gain efficiency
☐ Expand into new markets

19. What is your main challenge today? *

20. Where do you want to be in the next 12 to 24 months? *

21. Which areas seem most involved?

Check all that apply

☐ Strategy and business model ☐ Products and services ☐ Sales ☐ Marketing and brand
☐ Technology and systems ☐ AI and automation ☐ Data and metrics ☐ Operations and processes
☐ People and organization ☐ Finance ☐ Expansion and international growth

22. What has been tried so far?

Priority and next steps

23. When would you like to start?

Choose one option

☐ Right away ☐ Within 30 days ☐ Within 3 months ☐ Still evaluating

24. Who decides on this project?

Choose one option

☐ I decide ☐ I decide with partners or the board ☐ Someone else decides

25. How do you prefer to be contacted?

Choose one option

☐ Email ☐ WhatsApp ☐ Video call ☐ Phone

26. How did you hear about Instfy?

Choose one option

☐ Referral ☐ Instfy partner ☐ Google search ☐ AI assistant ☐ Social media ☐ Event ☐ Other

27. Anything else we should know?