



# **PERSONAL BRANDING INTANGIBLE ASSET VALUATIONS QUESTIONS**

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**HOW LONG HAVE YOU  
BEEN IN BUSINESS?**

.....

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**DO YOU HAVE A  
FORMAL LEGAL  
BUSINESS  
STRUCTURE?**

.....

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**DO YOU HAVE  
EMPLOYEES?**



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**WAS LAST YEAR  
SALES GREATER THAN  
\$100,000?**

.....

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**DID YOU GET PAID BY  
MORE THAN 100  
CLIENTS LAST YEAR?**

.....

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**WHAT ARE YOUR  
CURRENT PRODUCTS  
AND SERVICES?**

.....

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**WHAT ARE THE COSTS  
OF THOSE PRODUCTS  
OR SERVICES?**

.....

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**DO YOU OFFER  
DISCOUNTS? IF YES,  
WHAT ARE THEY?**

.....

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**DO YOU OFFER  
MONEY BACK  
GUARANTEE? IF YES,  
WHAT IS THE POLICY?**

.....

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**WHAT DO YOU THINK  
THE VALUE OF YOUR  
PERSONAL BRAND IS?**

.....

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**HOW DID YOU COME  
UP WITH THAT  
NUMBER?**

.....

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# HOW MANY CUSTOMERS ARE REPEAT CUSTOMERS?

.....

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**HOW MANY RETURNS  
DID YOU HAVE LAST  
YEAR?**

.....

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**DID ANYONE BRING A  
LEGAL ACTION  
AGAINST YOU, LAST  
YEAR?**

.....

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**WHAT SOCIAL MEDIA  
PLATFORMS ARE YOU  
ON?**

.....

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**HOW MANY  
CONNECTIONS ON  
EACH PLATFORM?**

.....

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**DID YOU BUY ANY  
CONNECTIONS?**

.....

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**WHAT PERCENTAGE  
OF YOUR  
CONNECTIONS ARE  
NOT FROM YOUR  
COUNTRY?**

.....

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**ANYTHING ELSE YOU  
FEEL THAT WE  
SHOULD TAKE INTO  
CONSIDERATION?**

.....

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# **EMAIL ANSWERS TO ROGER@YGETARTS.COM**