

The Intangible Asset Growth Workshop

Building Authority, Visibility, Trust & Transferable Value

Name: _____

Company: _____

Date: _____

SECTION 1: What Has Changed?

Reflection Exercise

1. What % of your company value today is tied to:
 - Physical assets? _____%
 - Intangible assets? _____%
2. If you stepped away for 90 days, what would break first?
3. Is your business built on what you MAKE or what you KNOW?

Circle one:

MAKE | KNOW | BOTH | NOT SURE

SECTION 2: The Growth Loop (Marketing → Sales → Fulfillment → Service)

Self-Diagnosis

Rate each area 1–10:

Marketing (lead generation): _____

Sales (conversion system): _____

Fulfillment (delivery consistency): _____

Service (relationship & retention): _____

Where is your weakest link?

If improved, how would that affect revenue?

SECTION 3: PDCA – Continuous Improvement Engine

PLAN

What process in your business currently feels inconsistent?

DO

What repeatable action drives that process?

CHECK

How do you measure whether it's working?

What metric matters most?

- ☐ Leads
- ☐ Conversion
- ☐ Revenue
- ☐ Retention
- ☐ Profit

ACT

What will you:

- Double down on? _____
- Change? _____
- Eliminate? _____

SECTION 4: Intangible Assets – 4 Pillars

Rate each 1–10:

Authority _____

Visibility _____

Trust _____

Relationship Equity _____

Lowest score: _____

Why?

SECTION 5: Authority

Define Your Top 20%

Who are your best customers?

Industry: _____

Revenue size: _____

Common problems: _____

Why they choose you: _____

Differentiation

Why should someone buy from you instead of competitors?

What is your unique positioning statement?

“We help _____ achieve _____ by _____.”

Proof

What evidence supports your expertise?

- ☐ Case Studies
- ☐ Testimonials
- ☐ Google Reviews
- ☐ Speaking
- ☐ Published Content

What are you missing?

SECTION 6: Visibility

Where are you consistently present?

- ☐ Website
- ☐ LinkedIn
- ☐ Email
- ☐ Google Business Profile
- ☐ Paid Ads
- ☐ Community

If someone Googled you right now, what would they see?