

# DREAM CLINIC

**Digital Footprint Analysis**  
Clarity Before Growth.

**Clarity Before Growth. For founders and expert-led brands ready to see how they truly show up.** Your digital footprint tells a story — whether you've shaped it intentionally or not.

### **Digital Footprint Analysis**

The Digital Footprint Analysis is a structured diagnostic process designed to assess how your brand, positioning and messaging are currently perceived across platforms. It surfaces gaps, inconsistencies and missed opportunities — and transforms them into strategic direction.

This is not a surface-level audit. It's a positioning intervention. The DFA unfolds in three stages:

#### **1. Initial Strategy Session**

We explore your intention. What are you building? Who are you trying to reach? What does success look like? This session grounds the analysis in context.

#### **2. Digital Audit & Assessment**

We analyse your full digital footprint — website, social presence, messaging consistency, authority signals, narrative clarity and competitive positioning. We look at how inner intention translates into outer perception.

#### **3. Ideation & Direction Session**

We reconvene to unpack the findings. This is where Reality meets Objectivity and becomes Creativity. We identify where to refine, where to reposition and what to amplify.

## **What We Will Build**

- A clear understanding of how you are currently perceived
- Defined positioning strengths and blind spots
- Narrative clarity and messaging direction A tailored strategic blueprint outlining how to move forward.

Every DFA concludes with a written roadmap — a practical blueprint designed to guide your next phase of brand and visibility development.

The DFA has become one of Dream Clinic's most trusted processes because it creates immediate clarity. Clients consistently describe it as the moment everything "clicks".

It has supported founders stepping into speaking careers, expert-led brands repositioning for growth, and individuals navigating transitions where their digital presence no longer reflected their ambition.

It is structured. Honest. Actionable. And it levels the stage by ensuring your expertise is not diluted by poor positioning.

### **Format:**

- Two-session process
- Delivered virtually
- Ideal for founders, speakers, consultants and expert-led businesses

### **Cost:**

**For individuals / founders:**

**£1750**

**For leadership teams / businesses:**

**£3,000**