

15 MINUTE BRAND CHECKUP

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The **Quality of Your Brand** Is A Reflection
of the **Quality of Your Business.**

1. Why should I do a brand checkup?

Running your brand through a series of quick assessment questions can expose brand blind spots and get more focus—in about fifteen minutes.

This easy to use checkup questionnaire is a powerful tool that you can use to make a quick assessment of the fundamental key principles that successful brands relentlessly focus on. You can score yourself, or not, depending on how you use it.

Here are 4 suggestions for leveraging the power of this Brand Checkup:

1. Jump start A Re-Brand. Not sure if you need to re-brand? Are you and your team not on the same page? Try bringing them through The Brand Checkup. Discuss it at the next meeting. How does everyone score your company? The Brand Checkup is one way to help you find some consensus about moving forward brand-wise.

2. Think About A New Brand. Starting a company? The Brand Checkup can help you start thinking now about key fundamental areas that strong brands are built on. *Note of caution: It's dangerous to wait until later to seriously start thinking about your brand.*

3. Daily Power Focus. Try the Brand Checkup with your coffee once or twice a month. No need to score if you use it this way. It takes under fifteen minutes, and it will help you keep your brand focused on a daily basis. Ten to fifteen minutes of daily brand mindfulness goes a long way.

4. Prelude To An Extensive Brand Audit. The Brand Checkup can serve as a foundational jumping point into a comprehensive brand audit. If you're interested in an extensive brand audit, let us know. We're here to help.

2. Instructions

1. Prepare: Take out a sheet of paper and a pen.

2. Answer: Honestly answer the 10 questions below.

3. Score: Grade yourself from 1 – 5 on each question according to this breakdown:

5 = Absolutely yes

4 = Probably yes

3 = Maybe

2 = Probably no

1 = Absolutely no

4. Assess: When you're finished, tally up your "Brand Health Score" at the bottom.

3. Brand Checkup questions

Caution: Honesty is important. Don't plow forward with your Brand Checkup unless you are prepared to be honest about your weaknesses. Ready?

OK — let's get started!

1. Branding 101: Our company clearly understands what a brand is, how “branding” is different from “marketing,” and what is necessary to create a great brand experience.

Score (circle one): 1 (Absolutely no) – 2 (Probably no) – 3 (Maybe) – 4 (Probably yes) – 5 (Absolutely yes)

2. Key Core Competencies: We know clearly where we naturally, easily, and consistently excel. We avoid products and/or services for which we do not have differentiated core expertise or knowledge.

Score (circle one): 1 (Absolutely no) – 2 (Probably no) – 3 (Maybe) – 4 (Probably yes) – 5 (Absolutely yes)

3. Target Market & Competition: We clearly understand the “burning problem” our target market experiences every day, and we are committed to help our target market solve that problem. We understand clearly where our competition is weak (and strong) in our market space, and the opportunities and threats that this creates for us.

Score (circle one): 1 (Absolutely no) – 2 (Probably no) – 3 (Maybe) – 4 (Probably yes) – 5 (Absolutely yes)

4. Brand Positioning & Brand Promise: We understand the concept of brand positioning, our positioning is clearly articulated, and we actively and regularly review our positioning. Our brand promise is our “true north.” It acts as a guide light for us, and it deeply resonates with our target market. We have a system in place to monitor how well we keep that promise.

Score (circle one): 1 (Absolutely no) – 2 (Probably no) – 3 (Maybe) – 4 (Probably yes) – 5 (Absolutely yes)

5. Brand Personality: We understand our brand personality, brand archetype, and story. We apply all of these to our branding and marketing.

Score (circle one): 1 (Absolutely no) – 2 (Probably no) – 3 (Maybe) – 4 (Probably yes) – 5 (Absolutely yes)

6. Core Brand Values: We understand our core brand values, and we do not waver from them. They form our DNA and our non-negotiables as a culture.

Score (circle one): 1 (Absolutely no) – 2 (Probably no) – 3 (Maybe) – 4 (Probably yes) – 5 (Absolutely yes)

7. Marketing Strategy: We understand how branding and marketing are symbiotic, and we have developed a marketing strategy that maximizes this symbiotic relationship.

Score (circle one): 1 (Absolutely no) – 2 (Probably no) – 3 (Maybe) – 4 (Probably yes) – 5 (Absolutely yes)

8. Design: Quality & Consistency: We understand the power of world-class design, and we get compliments regularly on our visual branding across all media and channels. We are committed to the key competitive advantage of design excellence. Our visual brand across all media—print, web, and mobile—all form a powerful, consistent, and coherent picture of exactly who we are, and what sets our solution apart.

Score (circle one): 1 (Absolutely no) – 2 (Probably no) – 3 (Maybe) – 4 (Probably yes) – 5 (Absolutely yes)

9. Social Media Branding: We understand how to leverage the power of our brand on social media, and we have a consistent brand footprint across all social media.

Score (circle one): 1 (Absolutely no) – 2 (Probably no) – 3 (Maybe) – 4 (Probably yes) – 5 (Absolutely yes)

10. Brand Vision-casting: We spend enough time brainstorming, dreaming, and strategizing about what our brand can be and how it can delight people — and how we will make it happen.

Score (circle one): 1 (Absolutely no) – 2 (Probably no) – 3 (Maybe) – 4 (Probably yes) – 5 (Absolutely yes)

4. Tally up your score

Now that you've answered the 10 questions, tally your brand health score by adding up the scores from all of the questions.

45 – 50 points = Excellent brand health! You understand well the various building blocks of a strong brand. Rock on!

40 – 45 points = Doing good, but... Good foundation, but there is room for improvement. Think about how to improve areas of lower-scoring questions.

35 – 40 points = Time to make changes. Be careful. Take some time to look into your lower answers and brush up on branding basics.

30 – 35 points = Running some red lights. Caution. Your score may indicate some serious blind spots that are causing harm. Time to get help.

Under 30 points = Huge opportunity to make some real gains. You're to be commended on being really honest. This could mean that you're poised to make huge gains if you will invest in some professional help with your company brand.

Thats it! If you have a question or want to talk more about your brand give me a call.