

BRAND ASSESSMENT



Your brand has a LOT to offer, but are you positioned to get heard?
Take a look at the following questions to quickly assess where your brand is strong and also areas where you have awesome opportunity for growth.

YOUR BRAND **BACKSTORY** AND STRATEGY

First, let's take a look at the fundamentals of your brand and strategy.

What are your dominant revenue streams?

Have you clearly identified the problems you help your customers solve?

Can you say what makes your brand different from your competitors?

What will your customer's life look like if they buy your product /service?

YOUR BRAND **STORY** AND MESSAGING

Next, let's look if your brand messaging is as clear as it needs to be.

Is the message your company shares clear and compelling to new people?

In three sentences or less, can you clearly say what you offer your clients?

Do you have an elevator pitch that is engaging and easy to understand?

Does your team say one unified message about what you do to prospects?

YOUR BRAND **STAGING** AND CONTENT

Finally, is the look and feel of your brand compelling and consistent?

Do you have a logo that uniquely and clearly identifies your company?

Do you have a brand guide that helps keep all your content consistent?

Does your website actually give you leads on a regular basis?

Do you offer a lead-generating PDF to gain prospect email addresses?

Do you have automated emails that lead customers to products/services?

Have you written a sales letter that converts prospects into customers?

Do you share transformation stories from the experiences of customers?

You're done! **What is your assessment telling you about your brand?**

IF YOU WANT TO DEVELOP YOUR STRATEGY,
CLARIFY YOUR MESSAGE, OR BUILD YOUR BRAND...

TELL US YOUR STORY

254-652-6141

REPUBLICBRANDING.COM

INFO@REPUBLICBRANDING.COM

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