



BRAND CHECK

About Your Business & Checking In

External facing messaging on digital platforms (brand consistency check)

- Complete a social audit. List all social handles, websites, online presence associated with your business.
- What story do you project? Is your language and are your visuals consistent across channels?
- Is your messaging consistent with your brand? Is your messaging on social media consistent with your website, proposals, presentations, etc.?

Overarching Goals & Objectives

- What are your top 5 goals for the business?
- What do you want to create?

- What is your aim and/or what are your top objectives?
- What is your reason for being in the business you are in?

Desired Organizational & Professional Growth

- Do you have a north star direction for your business?
- Where do you want to go as a business?
- How do your roles and responsibilities as a professional contribute to that growth?
- Where do you see yourself, your company and/or your industry in 6 months, 1 year, 3 years?

Your Brand Story & The Products/Services You Create

- In one sentence (or as concisely as possible) what do you do?
- How do you explain what you do to someone who knows nothing about your industry?
(Does this answer vary from the response given above?)
- Why does your business and/or product need to exist?
- Do you offer products, services, or both?
- How are you unique? (Think about your approach to the business? Are you doing something no one else is or how are you doing it exceptionally well?)
- Who is your offering for? (Think about your approach to the business? Are you doing something no one else is or how are you doing it exceptionally well?)
- What problem are you solving for? What is the solution you are providing?
- Which pain points or customer motivators are you addressing?

- What can people expect as a result of your services? (What are you really selling? What are the expected results?)
- Why does your company need to exist? (Are you doing something no one else is? Are you able to provide a unique and fresh take on an existing problem and offer a superior solution?)

Customer Relationships (a.k.a. Emotional Connection To The Brand)

- What types of feelings or emotional responses do you wish to elicit among your customers and/or potential customers?
- How does your product provide a positive experience and/or solution to customer pain points?
- How do you want your customers to perceive your brand?
- What do you most want to be known for as a brand? (If there is more than one answer, prioritize your top three to work towards one simple response.)
- Why do your customers trust your brand and/or product(s)? Why do your customers prefer your brand and/or product(s) to others?

About Your Customers (a.k.a. Customer Profiling)

- Who is your aspirational target audience?
- How old are they?
- What do they like to do? (interests, etc.) (Discover what your customers have in common.)
- What words would you use to describe them?

- What sort of brands do they purchase and/or follow?
- What publications, news sources do they read/are they inspired by?
- Which social media channels do they use most frequently?
 - What type of content do they most often engage with?
 - Which types of accounts, hashtags, influencers, trends do they connect with most?
- What is the median socioeconomic status and most dominant geographic location(s)?
 - If you are aware of initial pain points and/or motivators list them here.
- Other unique identifiers to add?
 - What person, or type of person, would be your ideal brand ambassador? Why?
 - Who do you think (or what type of person) has the most to benefit from your services?
 - If there are multiple target groups, can you rank them in order of priority? (To clarify: if you're talking to everyone, you're talking to no one. Be as specific as possible.)
- What seems to resonate most with your audience?
 - Where do you seem to draw the most attention and excitement for your product or service?
- Where do you seem to lose customers or business?

About Your Competitors and/or Comparable Brands (a.k.a. Competitive Audit)

- Please list any competitors or companies in the space with similar offerings.
- Please note (if known) where you differ.
- Are there any companies you aspire to be like or want to avoid? Why or why not?
 - Are there brand messages (competitors or outside of your industry) that resonate with you and/or you aspire to?
- What is it about the message that appeals to you or that you wish to emulate?

Vision & Future Offerings

- In the wildest, farthest iteration of your brand, what services/products would you include in your offerings?
- What is a part of your process that is exceptional that people don't necessarily see? (This could help inform your product differentiation)
- How does your current product tie into your overall vision or future aspirations for your business?

Ready to Take the Next Step?

- Contact Kelly to schedule your first brand strategy session
 - Send a note at kellyberry.xyz/contact
 - Schedule a zoom meeting at cal.com/kellyberry

