

Image & profile checklist: Brand, image, design.

B'found, b'seen, b'reminded: Attraction, awareness, interest, attention.

Is what you do and how you do it, or your unique standout feature clear to anyone else other than someone that knows you, and is every opportunity taken to promote that brand and message. If they can't see you, find you, or remember you, they won't buy! Nearly 76% of consumers entered a business they had never visited before based simply on its signs and branding. Reducing or eliminating missed opportunities, could double enquiries and sales, but confusion in the brand and message, not being able to be seen, can devalue a business fast! Get the brand, and message clear quickly, build the profile. It doesn't need to be perfect, just continue the process. Work through the checklist and identify what needs fixing now, rate everything out of 10, and fix the high priority areas fast!



Aspect	Objective	Rate	Changes
<u>Name, the business name!</u>	Simple to spell, easy to remember and find. <u>Research.</u>		
<u>Design, colour, fonts you use</u>	Pick colours that tell people about you and your product. <u>Standout</u>		
<u>Logo: It is important. Standout.</u>	Make your brand standout. <u>Look at competition.</u>		
<u>Awareness, attraction:</u> Can you be found, easily? Signage, billboards, vehicle.	Be seen. Identify every opportunity possible to be seen/found.		
<u>Branding:</u> Logo, design, clarity	<u>Clarity</u> in design, understanding what you do.		
<u>Standout,</u> WOW: What's unique or different about the image?	Does anything standout about the message?		
<u>Message:</u> Purpose, mission, vision. What you do clearly.	What do you do? What's the problem you solve?		
<u>Easyfind:</u> Website, email, phone, business name. <u>Google My Business Profile</u>	If you search the product, can you be found?		
<u>POS material:</u> stationary, business cards, information.	Does your POS material want people to keep it?		
<u>Professionalism:</u> staff, uniforms, the look, car branding.	Combined/matched branding opportunities.		
<u>First impressions: communication, elevator pitch, clarity</u>	What you do, and why its for them, quick, simple.		
<u>USP, point of difference</u> selling point. Product WOW	Product USP, what sets you apart from the competition.		
<u>Does the message match the image/product?</u>	Is what you say you do and what you do, the same?		
<u>Capture interest:</u> Prospect, customer, clients. Database	Whether they buy or don't, capture the potential.		
<u>Get them back somehow:</u> Buy or not.	Second chance, you didn't buy last time, but maybe next time!		
<u>Events and expos:</u> Information and promotion opportunities	Branding and promo opportunities, banners, signs, giveaways.		
<u>Consistency across everything.</u>	Keep the brand, theme and message the same on all.		