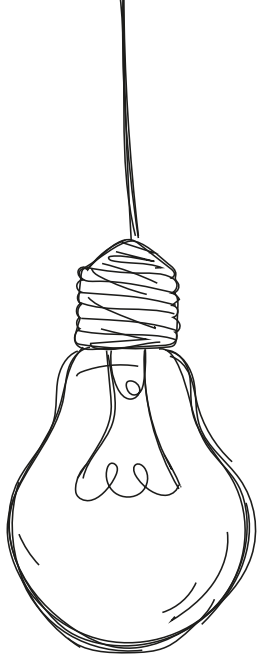


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CREATIVE STUDIO

BRAND AUDIT



TAKE THE FIRST STEPS TO CREATING A
BRAND TO SHOUT ABOUT TODAY



HELLO!

Building a brand that emotionally connects with customers takes clarity, discipline and authenticity because the best brands have a clear vision, a strong message and a distinctive style. How well is your brand working for your business? Is it communicating the right message, to the right people?

This audit is designed to help you to see where your brand is right now, and where you need to start in creating the brand you love.

Good luck!

María X

ANSWER EACH QUESTION AS HONESTLY AS YOU CAN. TICK THE RELEVANT BOX AND ADD UP YOUR SCORES AT THE END.

YES

NO

VISION

Do you have a clear vision for your business?

Do you know where you would like to be in 1, 5 and 10 years?

Are you following your passion?

Does your business have multiple offerings?

Is everything your business offers cohesive? Does it work together or is it confusing for the customer?

Does your pricing reflect your value instead of your time?



YES **NO** **CUSTOMER**

- Do you know who your 'perfect customer' is?
- Do you use this information to make important marketing and branding decisions?
- Do you know how to find your 'perfect customer'?
- Is your 'perfect customer' currently buying from you?
- Do you get recommended?
- Do you get recommended for the right reasons?

YES **NO** **COMPETITION**

- Do you know who your top 6 competitors are?
- Have you recently carried out any competitor analysis?
- Do you know what makes you different?
- Do you stand out?
- Is your business positioned correctly against your competitors?
- Do you understand what makes you valuable to your customers?

MESSAGE

YES

NO

Have you defined your core values or ethos?

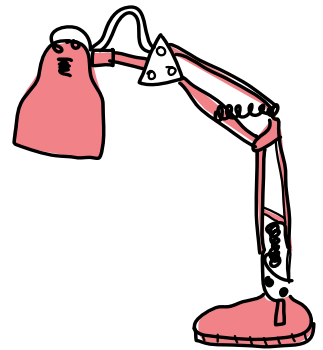
Is it clear why your customer should choose your business?

Do you know how to clearly explain what you offer?

Do you feel confident explaining what you do?

Do you have a clear and effective elevator pitch?

Do you have a clear brand story?



VISUAL IDENTITY

YES

NO

Are you proud of how your business looks?

Do you know how to keep your look and feel consistent across all media?

Does your brand style reflect your business ethos or core values?

Do you have beautiful, usable brand style guidelines?

Does your brand style reflect how you want to look?

Do you feel confident representing your business on social media?

Add up your yes scores, 1 point per yes, and write the total here:

THE SCORES ARE IN...

0-10 UH-OH!

OK, so you're probably feeling a bit flat right now, and not sure where to turn. Your business isn't reflecting the who, where and why you want it to, and you're probably not even sure how you ended up here.

Don't despair! The good news is that it's something you **CAN** fix. Why blend in when you were born to stand out! There's never been a better time to think about getting some clarity and rebranding your business so that it works for you now and into the future.

11-16 GET YOUR HANDS ON THOSE REINS...

Now is your time to shine. You've made a start but it's time to take control and make sure your brand is communicating the messages you want your customers to hear. There's a lot of noise out there and you need to be sure that the **RIGHT** messages are getting through to the **RIGHT** customers.

You may need to tweak your messaging, or it could be that a bit of a facelift is in order (let's be honest, we all love a bit of a makeover every now and then.) A powerful brand story could be what you need to show the world you are **HERE!** The trick is to nail down a brand that gives the **RIGHT** first impression, every single time.

17-23 PIN ON THAT PERFECT BADGE

Well done! Your score shows that you've been paying attention to who you are and what you stand for. You may even feel a little bit confident about standing up and talking about your business. You probably have a strong idea about what your business looks like, but you may lack confidence in the deeper understanding and communication of your values and what makes you different.

You don't need a rebrand, but you could probably benefit from someone helping you to pinpoint those key **MAGIC** points and help you to craft a brand story that will propel your business to the next level. Remember, it's when customers feel they share your brand values that they become the most loyal.

24-30 YOU'RE THE BOSS

Wow! Your score shows that you know exactly who you are and what you stand for. You've devoured all the books and taken on board the advice you've been given. You probably have a high level of repeat custom and your customers are real advocates for you and your brand.

Don't sit back, keep up the good work and don't forget that a brand needs careful management to ensure that it is working to the best of its ability. Consistency and clarity across **EVERY SINGLE INTERACTION** is the key to a strong and successful brand.

WHY BLEND IN WHEN YOU WERE BORN TO STAND OUT! GIVE YOUR BUSINESS A BIG VOICE AND A BRAND TO REALLY SHOUT ABOUT.

VISIT WWW.ALFIWINN.COM TODAY TO FIND OUT MORE.

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