

THE
'AM I ON TRACK WITH MY BRAND IDENTITY'
QUESTIONNAIRE



Please take some time to sit down with a cup of something you love and look through the questions below at your leisure.

This exercise is designed to get you to really think about where you are right now with your brand and whether or not you need to make some changes.

1. Your company name:
2. The nature of your business:
3. Do you know what words best describe your business core values? (ie a strong alignment with the environment, delivering high quality service...)
4. Do you feel you are making your values and beliefs clear in your marketing? (If not there are things you can do about this, for example...if you are passionate about sustainability within your company, let it be known what you do in order to achieve that, use sustainable packaging or paper/card for your stationery etc.)
5. What sets you apart from other businesses in your field and makes you fabulous?
6. Are you making question 5 clear to your audience?! (DO NOT be afraid to highlight the very things that set you apart and make your service or product amazing - you work hard to be different and be the best so get that message well and truly out there!)

7. Are you clear on who your target audience are? If not ask yourself...

Who is your ideal client? Average age range, occupation, male/female/both male and female, where they may like to shop, interests and what matters to them...

8. Ask yourself, where are my audience looking, browsing, searching? (For example, if your ideal client/customer spends a lot of time browsing Instagram, it is totally worth making Instagram a big part of your social media marketing plan, if they are more likely to be very corporate, it might be worth focusing your attention to LinkedIn or direct marketing.)

9. What words best describe the emotions / feelings / image you wish your branding to evoke in clients, for example; contemporary, classy, elegant, professional, approachable, modern, feminine, masculine, efficient etc.. (When we encounter and interact with brands there is a psychological effect they have on us that often we don't even know is happening! Our brains quickly decide if we feel aligned with a brand, if so we will give it a little more time to delve deeper and start to connect with it - if we connect with a brand and its values, message, we are more likely to want to stick around and find out more.)

10. Does your current brand identity represent the words you have just written down for question 8!

SUMMARY.....Do you love your brand identity and feel proud of it, happy to hand out your business card and direct people to your website AND taking into account all of the questions above, does it TRULY represent where your business is at now?

I hope this has been a helpful exercise?!

Hopefully it has, given you a chance to get all of your thoughts down on paper as a reference for yourself... ultimately, we all want success from the very thing we all work so hard for and to feel proud of what we offer, how we come across to our audience and the product or service we deliver.

My biggest message here is... know your business well, keep in touch with where you are at with it and create a brand that represents you authentically and captivates your audience.

Cathy x

