

10 Brand Decisions Checklist

Your brand is the image that people observe, develop, and relate to. It connects you to your customers and prospects. The branding process, including the planning and decision process are important. These decisions have an impact on your future success. By working through this checklist, you'll have established a solid brand and a plan to move forward and integrate it into all of your marketing and sales efforts.

#1 I've identified my business vision and mission. My branding decisions must remain true to my vision and mission in order to provide a consistent and comprehensive image to prospects and customers.

#2 I've identified colors that best represent the brand I want to portray. These colors embody the vision and mission of my business along with the message I wish to convey.

#3 I've chosen a brand name, business name, that is easy to remember, easy to spell, and can be registered as a domain name.

#4 I have a solid understanding of who my target audience is and understand what their needs, interests, and goals are. I know how my branding efforts influence my unique target customer.

#4 I know what differentiates me from my competition. I know what value I bring to my prospects.

I can answer the following questions:

- How do you benefit your clients?
- Why do they like you?
- Why do they buy from you?

#5 I've created a logo, or hired someone to create a logo for me, that conveys my brand in a way that is simple and easy to understand. My brand colors are used in the logo and the logo supports my vision and mission.

#6 I've developed a brand purpose – a statement that highlights what I provide the market, how my business is different, and what makes my business distinct.

#7 I've created a brand personality – a statement or list of characteristics that best describe my brand. My brand personality embraces elements of my personality so that I can create a stronger connection with my audience. A stronger connection results in a stronger brand.

#8 I've created a brand promise – an emotional statement that connects prospects to my brand and my company. My brand promise and message both evoke a positive emotion.

#9 I've created a list, and a plan for each medium, to consistently integrate my brand into various branding opportunities and marketing efforts.

These include:

- Social media profiles
- Website
- Blog name
- Email signature
- Phone message
- Networking associations

Your brand is who you are, what you represent, and what makes you and your business unique and different from your competition. Spend time creating your business brand and working through this checklist to ensure a comprehensive and clear brand – a brand your prospects won't be able to resist.