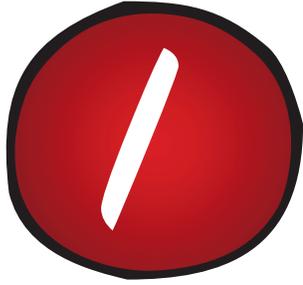


Simple 3 Step Image Check-Up



STEP ONE

Describe your business in 10 words or less.

If you can not do this step, skip to Step 2.



STEP TWO

Ask 3 people on the outside of your company to describe what you do.

Hand 3 different people you meet for the first time your business card, brochure, or something you use to promote your business and ask them describe what they think you do.

If you can not do this step, skip to Step 3.



STEP THREE

Ask 3 current clients that you love working with, and want more just like them, to describe what your business does.

Send 3 of your favorite clients an email or call them (even better) and create a compelling conversation with them. (See email swipecard on the 2nd page.)

If you can not do Step 3, don't worry, contact Jasper Dayton from BrandWorx Productions and we will fix the situation for you. Schedule a time to talk. Click the link below.

→ **Let's Talk** ←

Example of email to send to 3 of your favorite clients -

"Hi [Name of client]

As part of our branding research for our company, I am asking three clients and three people from outside our business one question.

I thought you'd be perfect for this one minute job. Please don't feel as though you have to over-think it. In your own words please answer this quick question and send me your responses this week. Thanks much!

The question: What does (insert your business name) do?

Your help is much appreciated!

[Your Name]

The question isn't whether you're branded. It's how. Good, weak, exciting or bland? Your company's brand is a mix of your organization's identity and image. It is the relationship that exists between the buyer and the seller, or the client and the business. It is your company's personality, culture, image and relationship with your target audiences. Identity is how your organization defines the brand's meaning. Image focuses on the way something is perceived by the audience. A good brand marries the two concepts. If you were able to hit all 3 steps out of the park and all of the answers are consistent with one another, your brand is working harder than you! If all of the answers are different from one another, your brand is not working hard enough for you. I would love to learn about the feedback you received from the 3 steps. **Click Here >> Let's Talk!**

