



YOUR
branding
SCORE

BUSINESS BRANDING CHECKLIST

- **Have a clear business mission and purpose**
Make sure you have your mission defined. This is a mix of what you do, how you do it differently, who your audience is and the value you are giving them.
- **Define what makes you unique**
Understand the “it” factor that makes your business unique. Analyze your story, experiences, skills and processes and use them to your advantage.
- **Analyze competition**
Research what your competition is doing and understand what your audience is saying about them. Develop a competitive advantage over them.
- **Clearly define your audience**
Study and analyze your audience demographics and psychographics as well as being able to pinpoint their real needs and problems.
- **Create offers, products or services**
Create offers that are tailored to solving the problems your audience has. Make sure they are aligned with the values of your company as well.
- **Position yourself correctly**
Speak directly to the needs of your ideal client everywhere showing the value you offer. Refine your design to position yourself stronger.
- **Have a brand identity that is unique**
Make sure your logo is simple, unique, memorable and appropriate for your target audience while still representing the essence of your business.
- **Have a brand whose look and function match**
Ensure that your brand looks and feels like the quality it is capable of giving. If you are selling a high-end product/service, it must look high-end

- **Build a website that turns traffic into customers**
Make sure your website is capable of captivating your audience, capturing their information and taking them in a process that turns them into clients
- **Create memorable brand experiences**
Build an experience pre-sale, during the sale and post-sale to ensure more differentiation and recognition for your brand.
- **Create a strong and consistent message**
Make sure you are creating a strong message that gets across to your audience and focuses on the benefits more than the features of your business.
- **Build a close relationship with suppliers**
Talk to suppliers and work on building a relationship with them. This will give you the upper hand in your business goals.
- **Create opportunities to reach out to media**
Look and create opportunities that will help build a solid relationship with the media. These relations could be key to your business.
- **Determine strategies for growth**
Continuously study and analyze possible strategies that will keep your business on a path to growth.
- **Brand with consistency**
Ensure your message, branding, colors, communication and experience are all consistent and frequent in order to build true loyalty