



AUDIT YOUR BRAND

With The
World Famous Company
Brand Assessment Tool

Try this easy to use brand assessment tool in conjunction with David's Brand Webinar to rate how effectively your current branding connects, inspires and converts prospects into customers.

The Branding Wheel...



Step I: BRANDING ACTIVITY: Using the Branding Wheel above as your guide choose the branding activities you use to attract potential customers. (Branding is any activity you use to get customer attention) - If one of your preferred branding activities is not listed simply add it to the table below.

Step II: RESPONSE: Rate the customer response you get to this branding activity using the following guide:

- 0 – 1 Low to Zero:** Invisible. People don't comment; your branding activity fails to inspire a positive response from anyone.
- 2 – 3 Mediocre:** Your branding emulates other brands in your market but doesn't inspire many customers.
- 4 – 5 Kick-Ass:** Your branding activity is unique, causes fantastic customer response and helps close sales.

STEP I	STEP II
BRANDING ACTIVITY	CUSTOMER RESPONSE (0 – 5)
TAGLINE	
LOGO	
WEBSITE	
BLOG	
VIDEOS	
SOCIAL MEDIA	
NEWSLETTER	
EMAIL CAMPAIGNS	
PRESENTATIONS	
MARKETING	
PACKAGING	
PROMOTION (PR)	
VOICE MAIL	
TRADE SHOWS	
WEBINARS	
BROCHURES	
SALES MATERIALS	
OTHER	
OTHER	
OTHER	

Summarize:

Add your scores for each branding activity you rated then divide by the number of branding activities you rated to get your average score:

AVERAGE SCORE	BRANDING EFFECTIVENESS
0 - 1	DANGER: Grab the defibrillator - your brand needs a jolt of life, quickly.
2 - 3	HEADSUP: You have a great opportunity to become a MUST HAVE brand by following a few important brand identity steps – this is your time to go for it.
4 - 5	KICK-ASS: Great Job – your brand is outstanding.

NOW assess the opportunity you have to transform your brand into a **MUST HAVE Brand.**