

# Building Your Brand

## Answer the following questions:

1. How do your competitors position their brands? What is their marketing message?
2. Do they deliver on their marketing promises?
3. What are the benefits of using our product or service? How does our product or service benefit the customer?
4. Does your product or service have an advantage over your competitors? If so, what is it and how does it benefit the customer?
5. Can that advantage be posited into your brand identity?
6. Is there an underserved marketing niche that would benefit from your brand?
7. Is your company name and logo descriptive and distinctive? Are there ways that it can be improved?
8. Can the brand name be pronounced easily? Does it translate well into other languages?
9. What is my company's message?
10. Is our message clear and focused?
11. Do our messages connect with our target audience?
12. What promises does our company make during the sales process?
13. Do we deliver on those promises?
14. What process can we use to determine if our customer or clients believe we are delivering on our promises?
15. What research have we done to better understand the needs of our target audience?
16. Do we have customers we can talk with, survey?
17. Does my brand have equity, personality or reputation? If not, can I do something to ensure that the brand does?