



10-POINT ASSESSMENT

BUILDING A BRAND FOR YOUR COMPANY

SERFF**CREATIVE**GROUP
Your Path to Brand Success



TIME TO EVALUATE YOUR BUSINESS?

- Where do you feel you stand in the marketplace as a viable brand with the services and products you offer?
- Do your customers understand and see value of working with your company?

Your branding should reflect your vision and passion of your company.



A PERIODIC REVIEW OF YOUR BUSINESS BRANDING IS KEY TO ITS SUCCESS.

If your business is doing well, have you seen areas where you could improve your efforts?

In order to assess your brand awareness efforts in attracting more business, this **10-point assessment** should help you maintain your focus.

Lets get started!





CONCEPT

What is your business
and what niche does it serve?

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VISION

Who are you as a company and what are you striving to become?

Do you have a definite direction of where you are going?

A photograph of three skiers standing on a snowy mountain peak, looking out over a vast, snow-covered landscape. The skier on the right is holding their skis high above their head. The skier in the middle is wearing a bright yellow jacket and a red helmet. The skier on the left is wearing a dark jacket and a white helmet. The background shows a range of snow-capped mountains under a clear sky.

“People do not buy goods and services. They buy relations, stories and magic.”

Seth Godin



VALUES

What core principles does your brand stand for?

Core principles could be: working with integrity; driving change; pursue growth and learning; being passionate; staying humble, being creative; relateable and honest, and having fun.

EXPRESSION



What characterizes the way you sell and provide your services to the market?

Does your sells approach look like your offering a solution, show and tell, persuade, collaborate, or give the straight bottom line? There are many ways to attract customers and its all in the approach.

A photograph of two men in a warm, dimly lit setting, possibly a cafe or office. The man on the left, with long hair and glasses, is smiling and looking at a tablet held by the man on the right. The man on the right, with a beard and glasses, is also smiling and looking at the tablet. A green mug is visible on the table in front of them. The background is blurred, showing shelves and other people in the distance.

“A brand is no longer what we tell the consumer it is — it is what consumers tell each other it is.”

Scott Cook



DIFFERENTIATION

How is your brand unique?

What makes you stand out from other companies?

Is it your personality of the company, your products, or what you stand for? What makes you unique?



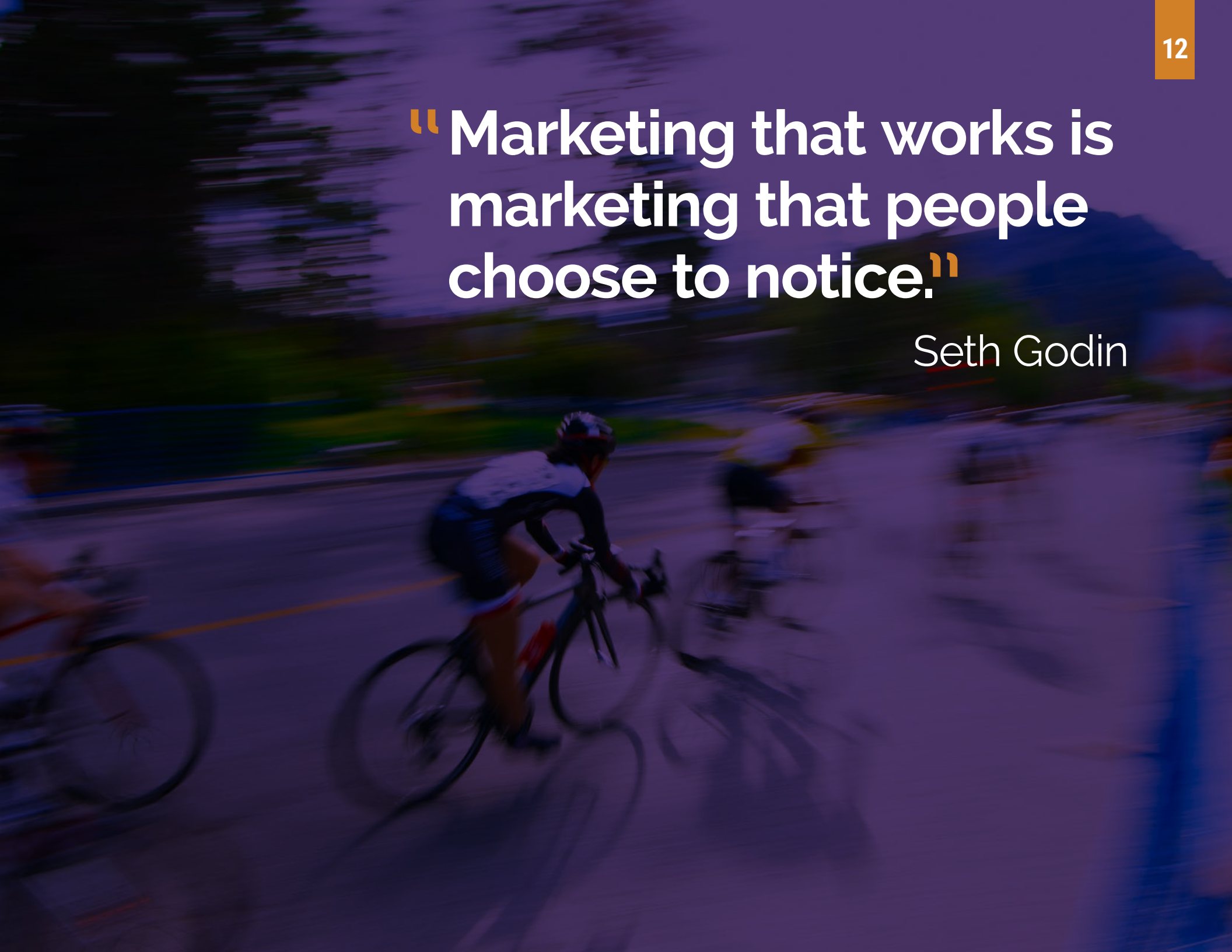
PROMISE

What needs, desires and hopes does your brand give to create satisfaction for your customers?

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“Marketing that works is marketing that people choose to notice.”

Seth Godin

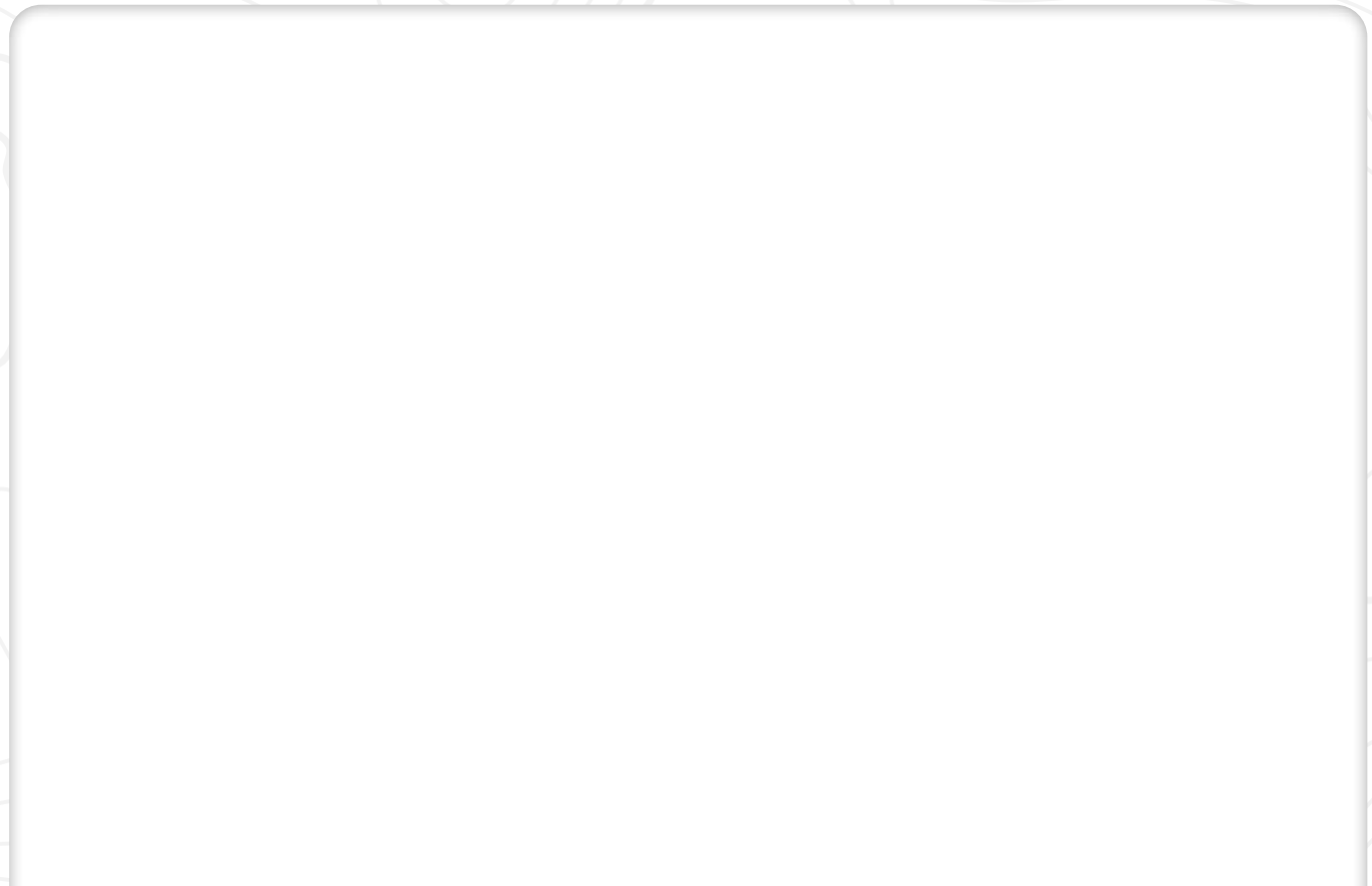




SOLUTION

What issues does your brand solve?

How can your company enhance another company's and individual's lives?





BENEFIT

What are your core strengths and advantages that you offer to prospective and current clients?

How will they benefit from what you offer in your services to better their lives?



**“Your brand is a story
unfolding across all
customer touch points.”**

Jonah Sachs



POSITION

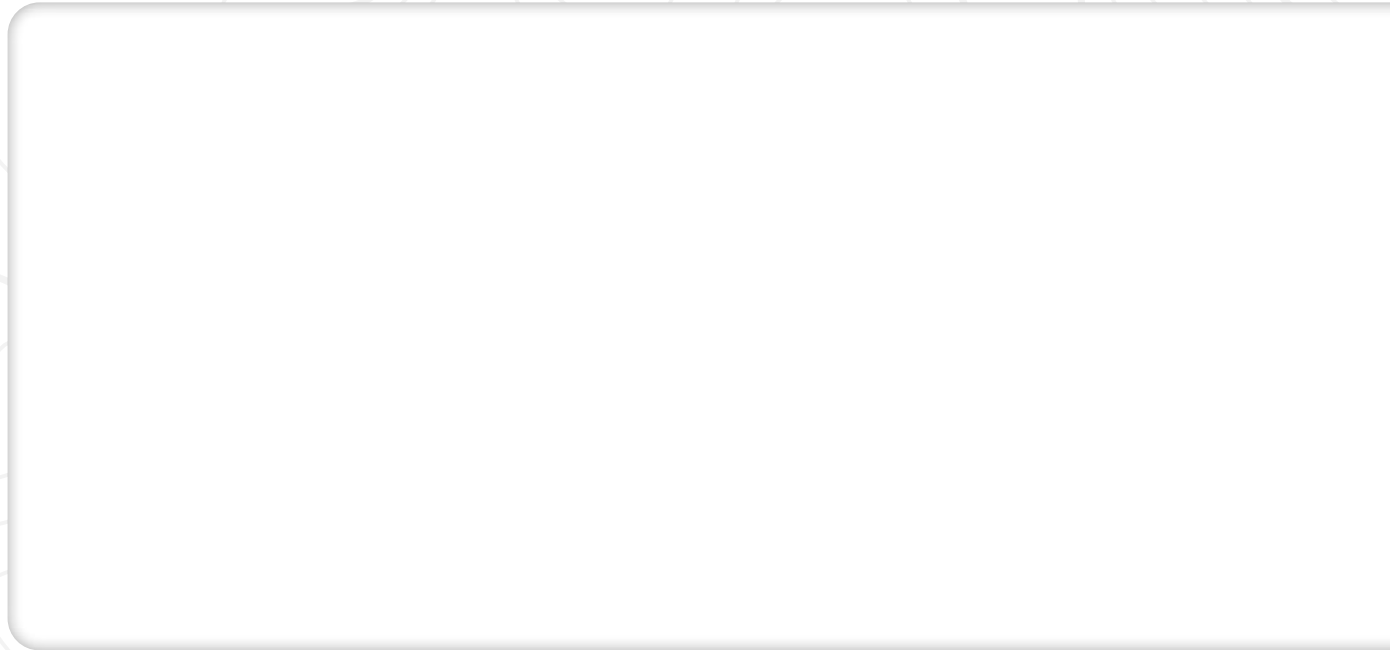
How is your brand compared to your competitor's brand perceived in the marketplace?

Are you in the shadows or standing out from the competition?



MOTIVATION

What compels people to purchase and use your brand's products and services?





When you consider the 10 points, ask yourself if you are in line with a strong brand or are you making assumptions in hopes of hitting the mark?

To understand how your brand is recognized in the marketplace, knowing the answers to these questions will help you solidify who you are so you continually grow your business. We hope this process helped spark some thought on how your brand is represented in the perception, performance and delivery of your brand to your end customer.

If you are not confident in the direction or do not have a good understanding of these areas, **contact us** to see how we can help you create an unforgettable brand within your industry.



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**We are your partners
in bringing your brand's
journey to life.**

**Your personal guide –
every step of the way.**

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