

## DO YOU HAVE A POWERFUL BRAND?

### 10 Questions to Ask Yourself...

1

**Are you clear on the one thing you and your brand stand for?**

Brand Promise

2

**Are you clear on who your target or ideal client is?**

More specific the faster they come...

3

**How does your brand benefit others?**

More than feature or advantage, but true benefits

4

**Is your path High-Cost High-Quality or Low-Cost High Value?**

You can't be both

5

**What feelings and emotions do you want others to associate with your brand?**

Connection = emotions

6

**Do you have a clear, short and simple brand message?**

That could be shared in 15 seconds or on a bumper sticker

7

**Does your logo express who and what you are and offer?**

Too clever is not always transparent

8

**Does your brand have a voice?**

That is transferable with or without you

9

**Do you have a consistency plan in place?**

Multiple and many impressions

10

**Will your brand be able to manifest itself?**

Grow bigger than you

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