

‘The tell tale signs’ your ultimate brand checklist

for

Name: _____

Brand name: _____

Website: _____



How do you know if your brand is misaligned?

The tell tale signs:

Does your brand experience feel right? Does working with your brand feel good?

What does the experience feel like for you and your team working with your brand; creating content, communicating with your clients, delivering the results?

How does your brand feel for potential prospects and your clients?

Is there a part that might be working against you and your brand?

'Feeling' is the key indicator whether something is misaligned within your brand and your business.

There is a serious knock to confidence when your brand experience is misaligned:

- Losing sales
- Struggling to retain good clients / suppliers / employees
- Hard to attract the right clients / employees / partnerships
- Lack of confidence in talking about your brand
- Feeling unfulfilled

Creating both a financial and personal impact.

What can you do?

Review where you are right now and identify how your brand feels:

- Is your brand making the right impression?
- What does your brand say?
- What does your brand do?
- Which touchpoints are a key priority for you?
- Identify what you want to improve
- What resources do you have available? (skills / time / investment)
- What is standing in your way from making the changes you want to make?
- What is your vision for your brand? Use this as your permission to dream big! What really matters to you?

1/ Begin today, starting with your story:

Why do you do what you do? What are you passionate about? Fill in the blanks:

"I'm passionate about helping people to

_____."

"I'm great at _____"

"I believe that _____ makes an impact by

_____"

"If I could change/make a difference to one thing in the world through my brand, it would be to _____

_____"

"The biggest transformational result I help my clients achieve is

_____"

Having identified this, where are you right now with your brand?

2/ How does your brand make you feel?

exhausted overwhelmed content inspired confident

score -5 -5 3 5 10

total for section 2: _____

3/ How do you feel about your brand touchpoints?

	Hate it	Like it	Love it	What's making you feel this way?
website				
social media				
blog				
letterhead & stationery				
leaflets				
business cards				
signage/banner				
email/newsletter				
messaging				
work space				
work attire				
packaging				
presentation (folder/slides)				

(each tick scores) -5 5 10 minimum total score: -65
maximum total score: 130

Score each column = total number of ticks per column x score points

subtotal _____

total for section 3: _____

4/ How would you like your brand to feel for yourself and for others?

understanding

playful

courageous

calm

compassionate

curious

determined

trusted

accepting

cheerful

optimistic

encouraged

passionate

fascinated

inspired

strong

reliable

thankful

liberated

reassured

devoted

engrossed

hopeful

resilient

Other?

Which are your top 5?

1.

2.

3.

4.

5.

5/ Considering what you've highlighted how well do your brand touchpoints match up?

Select the one main overriding impression each of your touchpoints are currently making about your business. Score the number of ticks per column x the score points below eg. 5 ticks in the 'complex' column = 5 x (-1) subtotal = -5. If a touchpoint is not applicable leave blank.

	overwhelming	complex	hard to navigate	appealing	inspiring	trustworthy	cohesive	focused	approachable	high quality	specialist	ACTION TO TAKE	
												needs elevating & realigning	will make the biggest impact
website													
social media													
blog													
letterhead & stationery													
literature													
business cards													
signage/banner													
email /newsletter													
messaging													
work space													
work attire													
packaging													
presentation (folder/slides)													

(each tick scores) -1 -1 -1 5 5 5 5 5 5 10 10 (your priority tasks)

subtotal _____ total _____

Subtotals:

total for section 5: _____

total for section 3: _____

total for section 2: _____

Overall Score: _____ / 270

What your score indicates:

Scoring 100 or less

You have parts of your branding in place though perhaps it's feeling a bit piece meal. It's not yet portraying a cohesive message or feeling aligned with your purpose.

Your brand touchpoints are one of the first impressions the world sees of your business, influencing their perception of what you do, the quality of service that you provide, setting those initial expectations and assumptions.

Getting this right leads to building all important trust and loyalty with your potential clients and employees, leading to working relationships/collaborations and word of mouth referrals (gold dust!) You deserve a brand that inspires and communicates what you stand for. A brand that you can fully and confidently step into.

Go back to your core brand values and look at the aspects within your brand and business that you are really passionate about:

- Are you expressing your core values through all that you do within your business?
- What areas have you identified that need elevating and realigning with your brand values?
- Which touchpoint do you believe would make the biggest difference to your day-to-day business (whether for yourself, your team or smoothing your client journey)?
- Do you have the time and resources available to make the changes you want to make?

Scoring 101 to 179

You feel pretty good about your brand, and rightly so. It's ticking a lot of the boxes for you and your clients. There remain some aspects of your branding you would love to improve and align - to present to the world the best of you and all that you do.

Take time to review your brand touchpoints

- Do you believe they look as though they are part of a bigger collection?
- Do they look and feel like they are all from the same voice?
- Which three touchpoints might need extra time and attention to detail to bring them into alignment?
- What challenge are you currently facing within your business? How could your brand step in and help you to overcome it?
- Do you have the time and resources to make the changes you want to make?

Scoring 180+

You're brimming with that wonderful 'brand-fullness' feeling.

Your brand **feels** good and **feels** right.

Where next? Check your brand consistency, ensuring you are constantly telling your story and your values through your various brand touchpoints. You're at an exciting place where you can fine tune and establish your brand presence in a way that's truly distinctive to you, right down to the finer details that all come together to enhance your brand experience, taking your brand to the next level.

Take time to celebrate what you've achieved so far. To continue to evolve and grow, take a regular step back to look at the bigger picture of where you are, where you have come from, and where you want to be with your brand.

Ask yourself these questions:

- What aspects within your business can you refine to make a process easier?
- How could you add extra value to what you provide?
- What is the ultimate brand experience that you strive to create?
- Which touchpoints are your next priority to develop to add to your brand experience?
- Do you have the time and resources to make the changes you want to make?



you don't have to do this alone

The best brands are those that communicate confidence and originality without having to say anything.

It's your story told through design.

I treat every project as if it were my own because for me it's personal. Your brand is a reflection of you and your uniqueness. Your story and the difference you make matters. This is the place your brand adventure always starts. My services are tailored to your requirements and budget. Each step working towards your vision for where you want your brand to be.

With an extensive design portfolio, working with charities, founders and international licensed brands to create an authentic and inspiring brand experience, the purpose and how it makes others feel has always been at the centre. It was here, diving deep into brand style guides of those licensed brands that my passion for telling brand stories through design was born, defining my area of specialism.

I bring these brand insights, skills and understanding to help purpose-led founders to develop and own their brand experience. Providing a friendly, down-to-earth, bespoke design and consultation service. I love discovering ways to distill my clients brand story in colour and form, helping them to craft a powerful brand that grows their business and creates the world they want to see.

Whichever stage you are at with your brand adventure, through understanding your story and all that you stand for, I can work with you to develop an inspiring and engaging brand that is unique, authentic and fully aligned to you.

To chat through how I can help you and your purpose-led business, book your free, no obligation discovery call: **Book discovery call**



BECKS NEALE
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"Becks has been incredible through the whole process that we've been working together...Her attention to detail, all-encompassing comprehension of what I needed and her drive to go above and beyond what's expected is phenomenal...I would highly recommend Becks to anyone who wants a bespoke and professional offering."
Jess Latchford, Founder of Leading Wild