

Brand Debt Worksheet

Brand debt is anything that negatively impacts your brand. Here's a way to calculate it. Answer the 25 mostly yes/no questions below. At the end, give yourself 1 point for each "Yes" and 5 points for each "No". A higher number = higher debt; higher debt = bad, bad, bad. But don't worry – all brand debt can be undone. This process simply provides an accurate place to begin thinking about the state of your brand.

- 1) What is a brand*?
- Y / N** 2) Have you determined your brand values?
- Y / N** 3) Are you clear on the personality of your brand?
- Y / N** 4) Have you ever asked your customers /constituents about their perception of your brand?
- Y / N** 5) Have you analyzed your competitor's brands?
- Y / N** 6) Do you know what differentiates your brand from the competition?
- Y / N** 7) Is your brand the leader in its category?
- Y / N** 8) Does your organization have an annual marketing budget?
- Y / N** 9) Is your brand the first in anything?
- Y / N** 10) Are you clear on the result your customers /constituents gets from the value you provide?
- Y / N** 11) Do you know the colors of your competitor's brand palette?
- Y / N** 12) Do you know the colors of your brand palette?
- Y / N** 13) Do most of your sales (or involvement) come from things other than the lowest price?
- Y / N** 14) Are your internal communications effective?
- Y / N** 15) Have you ever surveyed your employees?
- Y / N** 16) Have you ever surveyed your constituents?
- Y / N** 18) Is your brand logo consistent on your signs, business cards and other marketing efforts?
- Y / N** 19) Do people rave about your organization?
- Y / N** 20) Do you know who your ideal customer is?
- Y / N** 21) Does your entire staff know your brand story?
- Y / N** 22) Have you ever done an internal brand audit?
- Y / N** 23) Does your organization have a graphic standards manual?
- Y / N** 24) Is your brand powerful enough to attract a buyer or partner for your organization?
- Y / N** 25) Does your customer/constituent perceive your brand as larger than it really is?

TOTAL YESs: _____ TOTAL NOs: _____

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**If you answered that your brand is your logo, that's a NO - 5 points.*