

Pre-Branding Worksheet

The purpose of this "quiz" is to gauge and document your current branding and marketing situation, and give us a yardstick by which to measure how much we were able to move the bar after our work together is done. This list will be very important in helping us decide your marketing and branding priorities.

Which of the points below relate to you or your organization now, at this point in time? Check the items below that apply to you:

- I am under a lot of pressure to produce or perform well in the marketplace/the public eye
- I have a lot of things on my plate, with many products, programs or services to promote
- I have a limited budget with which to do it
- My customers/clients/other audiences may be confused about what my brand represents
- My own staff may be confused internally about what my brand represents
- I'm not happy with the reputation my organization has in the public eye
- I have some negative aspects to my reputation in the community
- I have no discernable reputation in the community
- I'm competing on price when it isn't appropriate for my product/program/service to be judged on price
- I've produced marketing materials and campaigns, either internally or with a firm/designer, that looked great but didn't increase my bottom line or ROI (Return on Investment)
- My tagline or marketing message makes people's eyes glaze over. It's confusing and doesn't help my sales, profitability, or visibility.
- I find it difficult to verbalize what really makes my organization different from the competition, or other organizations like mine
- My organization's success rests on the marketing decisions I make

