

6. Evaluate Your Brand's Consistency

- 1) **Look at all the visual pieces of your brand and decide which piece is most representative of the look you want for your brand right now.**

What you choose will be the foundation that all your other brand elements should follow.

For most entrepreneurs this foundation piece will be your website.

But if you're early on in your business or on the edge of a rebrand, then something else: your new logo plus the colors of your current site, or your latest Facebook cover image, or some other piece of your visual brand might set the tone for you brand overall.

I'll use my _____ (website, logo, FB cover image, new brochure, etc.) as the guide for my branding

- 2) **Evaluate the rest of the brand visuals you gathered.** Using your foundation piece as the guide, look for consistency and inconsistency in colors, fonts, logo usage, etc.

Make a list of the tweaks you'd like to make for each piece of your visual brand.

Visual Brand Element	Tweaks needed
google+ profile	has no branding at all! need to create a cover image that matches the look of my website: logo, colors, fonts, etc.

Visual Brand Element	Tweaks needed

3) Evaluate the brand messages you gathered. Using your Day 1 worksheet answers and your foundational brand pieces as the guide, look for inconsistent use of your tag line, titles, descriptions, url, contact information. Look for incomplete or old profiles.

Brand Messages	Tweaks needed
google+ profile	doesn't have any of my information!

4) Evaluate your client experience.

Does anything feel out of alignment in the process that your clients go through now?

What are some of your favorite experiences with companies, brands, coaches, etc.?

What do those companies do to make you feel so good about spending money with them?

How can you bring the “feel good” elements of those experiences into each interaction with your clients in your own way?

Share:

Post in our FB group: one visual tweak, one brand message tweak, and one client experience tweak that you want to make.