

## 10. Prioritize Your Brand Tweaks

Grab your Day 3 worksheets and take a look at your list of brand tweaks.

You're going to prioritize these tweaks so you can make the most important tweaks now. You may list some tweaks more than once. That's fine!

**1) Finishing these 3 tweaks will make you jump up and down with joy.**

1

2

3

**2) Finishing these 3 tweaks will put more money in your bank.** Think sales pages, products, product graphics, etc.

1

2

3

**3) Finishing these 3 tweaks will position your brand** where you want it to be in the marketplace.

1

2

3

**4) Finishing these 3 tweaks will help your clients connect** and clearly understand what you do.

1

2

3

**5) Look at your answers to the questions above and rank those tweaks in order of priority.** Tweaks that are listed more than once are higher priority. If you're in revenue crunch put revenue producing tweaks higher on the list.

If one tweak needs to be done before you can start another tweak, (finishing your brand style guide, logo, etc.) put those in the order they need to be completed.

My Top 5 Brand Tweaks

1

2

3

4

5

**6) Decide which tweaks you want to DIY and which tweaks to outsource.**

**7) Schedule time in your calendar to complete each tweak or collect the information you need to outsource.**

*Once these first 5 tweaks are done, do this prioritizing exercise again to create a new list and keep on polishing your online brand!*

*Share:*

Share in our FB group: Your top 3 brand tweaks. Reach out if you need help figuring out what to do first!