

Current Business Name:

Website Address:

What does your business do?

BRANDING DEVELOPMENT

Branding is a funny subject—particularly for small companies.

Although it's commonly discussed, it's still so vague that most are confused by what exactly it means. I'll even go a step further: I think that most branding efforts are flawed from the outset because people are simply not asking the most important question.

On the lowest level, branding is confused with the creation of a logo. This is a perverse – yet surprisingly resilient – falsehood. An icon, monogram, or wordmark is in no way a brand—thinking so is akin to believing that a hood-ornament is a car. Yet, this is where a great number of brand projects start: “Yay! We've started our company! Let's brand it with a logo!”

I WANT MY COMPANY TO:

- Give off a great first impression
- Have excellent customer service
- Create a return on investment
- My products/services reflect the client's lifestyle
- Look affordable
- Look expensive
- Target a specific group
- Target a broad audience
- Serve customers
- Serve businesses

WHO ARE MY COMPETITORS?

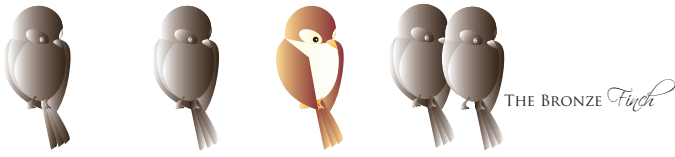
1. _____
2. _____
3. _____

WHAT ARE MY COMPETITORS LIKE? FRIENDLY? INTIMIDATING? EXPENSIVE? BIG? SMALL?

WHO ARE MY IDEAL CUSTOMERS? WHAT AGE? WHAT GENDER? SPECIFIC BUYING GROUP? CERTAIN NICHE? B2B OR B2C?

WHAT ELSE DO MY IDEAL CUSTOMERS BUY?

WHERE DO MY IDEAL CUSTOMERS LIVE? DO YOU KNOW WHERE THEY SHOP?



HOW MUCH DO YOU THINK YOUR COMPETITOR PAYS FOR THEIR BRANDING? (INCLUDE WEBSITE, LOGO, TV, BILLBOARD, DIGITAL MARKETING STRATEGY, SEO, GRAPHIC DESIGN, PRINT MATERIALS, ETC.)

- | | | | |
|--------------------------------|---------------------------------|---------------------------------|----------------------------------|
| <input type="checkbox"/> Trade | <input type="checkbox"/> \$700 | <input type="checkbox"/> \$1250 | <input type="checkbox"/> \$3000 |
| <input type="checkbox"/> \$250 | <input type="checkbox"/> \$800 | <input type="checkbox"/> \$1500 | <input type="checkbox"/> \$4000 |
| <input type="checkbox"/> \$500 | <input type="checkbox"/> \$900 | <input type="checkbox"/> \$1750 | <input type="checkbox"/> \$5000 |
| <input type="checkbox"/> \$600 | <input type="checkbox"/> \$1000 | <input type="checkbox"/> \$2000 | <input type="checkbox"/> \$10000 |

DO I HAVE A LOGO? A WEBSITE? ANY OTHER MARKETING MATERIALS?

DO I HAVE A COLOR SCHEME? WHAT IS IT? DOES IT MATCH MY PRODUCT COLORS?

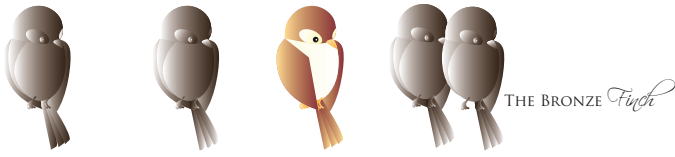
PICK THREE WORDS TO DESCRIBE YOUR BUSINESS CURRENTLY.

WHAT THREE WORDS DO YOU WANT TO DESCRIBE YOUR BUSINESS?

HOW WOULD YOU DESCRIBE THE EMOTIONAL STATE OF YOUR BUSINESS? (BUSY, LOUD, CHAOTIC, BRIGHT, DULL, BORED, FAST-PACED, LAIDBACK, ETC.)

THE POINT OF MY WEBSITE IS TO:

- | | |
|--|---|
| <input type="checkbox"/> Gain a favorable impression of my company | <input type="checkbox"/> Strengthen my company's BRAND |
| <input type="checkbox"/> Is a way to contact me | <input type="checkbox"/> I just have a website because everyone else does |
| <input type="checkbox"/> Show potential clients what my business is about | <input type="checkbox"/> Is a common ground for my employees |
| <input type="checkbox"/> Develop potential clients and convert them | <input type="checkbox"/> Reinforce customer service for my clients |
| <input type="checkbox"/> Sell products directly and take payment over the internet | <input type="checkbox"/> Forward clients to another website that I own |
| <input type="checkbox"/> Make my products/services and their prices available | <input type="checkbox"/> Other |



KNOWING MY BUSINESS

WHAT PROBLEM DO I SOLVE? (WHAT SOLUTION AM I PRODUCING?)

WHAT IS MY PRODUCT/SERVICE & WHAT DOES IT DO FOR MY CLIENT?

WHAT IS THE ADVANTAGE OF MY PRODUCT/SERVICE?

WHAT DO I NEED TO PRODUCE MY PRODUCTS/SERVICES?

HOW DOES MY BUSINESS MAKE MONEY?

HOW BIG IS THE MARKET THAT I AM ENTERING?

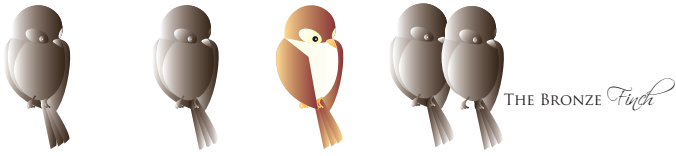
WHAT WORKS...AND DOES NOT WORK IN THIS PARTICULAR MARKET?



THE BRONZE *Finch*

WHAT ARE MY REVENUE STREAMS?

WHAT ARE MY EXPENSES?



GET HONEST! I WISH MY WEBSITE DID THIS: (HAD ONLINE PURCHASING, LOOKED BETTER, HAD A VIDEO, CREATED MORE PHONE CALLS, COULD INCREASE MY SALES, ETC.)

GET HONEST! TALK TO A FEW COLLEAGUES OR CLIENTS AND GET A REAL PERSPECTIVE ON YOUR BRAND. WHAT DO THEY THINK? WHAT IS THEIR FIRST IMPRESSION? WHAT DO THEY SEE THAT COULD BE IMPROVED? WHAT DO THEY LOVE? WHAT DO THEY HATE?

the bronze finch.

www.thebronze Finch.com

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