



Brand Audit

Purpose

The following questions are used to capture the key information needed to develop a solid brand position. The more complete the questions the more specific and effective the brand message will be. In addition, the document also serves as a benchmark to track progress and effectiveness after implementation. This template is divided into the following question sections:

1. Background

What do we / I stand for?

What services and/or products do we / I provide?

What are our / my business or personal objectives over the next year(s)? Be as specific as possible, and make sure to address the following goals:

- Professional & personal

What drives us / me?

2. Category

Whether you are joining a group / category or creating a new one, describe your company / self.

3. Market

What opportunities exist for the company / me to stand out and make a difference?

What are the key industry trends that can fueling our / my success? What industry trends can inhibit our / my success?

What are possible challenges that can affect our business / me?

4. Target Audience

Whom are we / I speaking with and what impression do we / I want to give?

What is their primary reason for listening or wanting to start a relationship with us?

How do they view us / me and what we / I have to offer?

What feelings do we want to evoke and/or already evoke in them?

5. Competition

What categories or areas of competition threaten our success?

Which competitors have the largest market share / visibility and what can we learn from them?

How will we / I differentiate ourselves/ myself?

What barriers are we / I creating for ourselves / myself?

6. About Your Brand

What do you believe your current brand says about:

Your purpose?

What you do well?

What you don't do so well?

The personality of your brand?

What's unique about you / your brand?

Visual?

Position / Stand for?

Characteristics?

Offering?

Attributes?

What's your promise?