



“Powerful & Profitable Brand Checklist”

A congruent, harmonious brand gives you a strong sense of identity, meaning and alignment with your passionate purpose. Here is a checklist of quick tips to ensure your brand represents you most effectively.

- ✓ **Clear is better than clever**
“Catchy” isn’t as important as having a powerful benefit.
- ✓ **Be specific**
What can your clients count on you to provide?
- ✓ **Be an expert**
Experts are not good at everything; they’re awesome at one thing.
- ✓ **Stand for something**
Use your brand to express positive, trustworthy qualities.
- ✓ **Don't pin your hopes on a logo**
Unless your logo has achieved icon status like Disney or Apple, no one is ever going to buy because they like your logo.
- ✓ **Every detail matters**
Every point of contact is another opportunity to create authentic connection, so make sure the branding “story” your business tells is consistent throughout.
- ✓ **Create a sensory experience**
Make use of visual, auditory and kinesthetic qualities to give your brand depth.
- ✓ **Gotta give it life!**
A dull, insipid brand is no brand at all.