

Branding Worksheet



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Brands are no longer just a logo and tagline. Today, a brand is synonymous with customer opinion. That's why it's even more critical to define – or refine – your branding goals. Use this interactive worksheet to honestly evaluate where your brand or company stands in terms of performance in such areas as awareness, emotional connections, and so on.

Use the far right column to gauge your thoughts on the relevance of these objectives and traits to your overall branding goals.

How Does Your Brand Rank in This Area (Check One)					
OBJECTIVE	POOR	FAIR	GOOD	EXCELLENT	RELEVANCE TO YOUR BRANDING GOALS: LOW/MEDIUM/HIGH (SELECT ONE)
BUILDING BRAND AWARENESS Is your brand recognized in the industry, area, or niche? Does that matter to your overall goals?					Low - Medium - High
BUILDING EMOTIONAL CONNECTION Is brand loyalty or an emotional response to your product, service, or brand important? Do you have this within your client base now?					Low - Medium - High
HIGHLIGHTING DISTINCTION OF BRAND/ PRODUCT/SERVICE Your point of differentiation is a major sales point or competitive. If you will be able to achieve goals by becoming or remaining a brand of distinction, give this more weight than other factors					Low - Medium - High
BUILDING TRUST AND CREDIBILITY Is your product or service trusted? Is your brand thought of as one that is reliable and reputable? How relevant is that to your goals?					Low - Medium - High
MOTIVATE A PURCHASE OR CONVERSION Branding is most often meant to motivate a sale or convert a prospect into a client – however, the level of importance varies based on your goals. Evaluate where you stand now, and where you need to be, in terms of your brand being the “go-to” brand, or “the one to choose.”					Low - Medium - High