

FEARLESS BRANDING

**BRAND
STRENGTH
ASSESSMENT**

WITHOUT A STRONG BRAND GROWTH IS DIFFICULT.

How much could your business grow if:

- **You had a differentiated brand**
- **A clearer competitive advantage**
- **More powerful marketing that precisely matched the needs of your best prospects?**

The assessment below helps you to evaluate the strength of your brand as well as your marketing and sales efforts.

The statements below take a step-by-step approach through the phases of building a brand so that you can identify areas of strength and areas that can be improved to drive increased sales.

Instructions:

Please rate each statement on a scale of 1-10, where 10 means you strongly agree with the statement and you excel in that area.

Next Steps:

After you have entered your ratings, I'll provide you an evaluation of where your business is strong and where you can improve your brand to drive increased revenue.

When completed, please "save as" and rename the document to include your name.
For example: *Robert Friedman Brand Strength Assessment.*

Please email to me at Robert@fearlessbranding.com.

RATE EACH STATEMENT ON A SCALE OF 1 - 10

- _____ 1. We are committed to significant revenue growth.
- _____ 2. We have an inspiring vision for our business.
- _____ 3. We deliver unique value our competitors can't match.
- _____ 4. Our brand is as strong as we need it to be to grow our business.
- _____ 5. We have clearly defined our competitive advantage and differentiation.
- _____ 6. Our marketing tells our story powerfully and fearlessly. It attracts, motivates and inspires great prospects. It sets us up to win.
- _____ 7. Clients and prospects consistently tell us our brand and our messages are great.
- _____ 8. Our lead quality is excellent. Our marketing attracts the right prospects who become ideal clients. We are highly selective about the clients we work with.
- _____ 9. We generate more than enough high-quality leads.
- _____ 10. We do a great job of converting prospects to clients. We're satisfied with our close ratio.
- _____ 11. Our product and service offerings fully deliver on our brand promises, differentiation and competitive advantage.
- _____ 12. We charge what we're worth.

RESULTS OF YOUR ASSESSMENT

Your brand is strong in these areas

Your brand would benefit from improvement in these areas

Here are the anticipated benefits of improving your brand

Recommended next steps

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