



# Branding Audit Worksheet

Completed by:

Job Title:

## Vision

Why does <company/brand name> exist? What is its essential purpose?

What motivates and inspires your employees to work for, and remain loyal to, your organization?

What is your organization striving to become?

What is the most important, long-term goal that engages and challenges your entire team?



## Values

What are the fundamental beliefs and principles that stand the test of time and guide your organization's behavior?

## Concept

What business are you in?

What is the business concept or rationale behind <company/brand name>? Why is this important?

What is your overriding mission?

Why do you think you're a player in the business you're in?



## Differentiation

What is the one thing that makes your organization unique?

How do you separate yourself from the pack?

What words or attributes would you use to describe your organization? Rank them in order of importance.

In which category are you first, or would like to be first?

If you could own one exclusive word in your customer's mind, what would it be?

What words or attributes do your customers use to describe your organization? Rank them in order of importance.

What words or attributes do your competitors use to define your organization? Which ones have the most sticking power?



Are there any misconceptions you'd like to see changed?

Who are your main competitors? Rank them in order of market importance/influence.

What are their respective core strengths?

What words or attributes do you think your competitors own in the prospect's mind?

Are your competitors positioning themselves in a particular way? What claims are they making?

What are your competitors' core weaknesses? In what ways are they vulnerable?



## Promise

What solution do you sell?

What problem do you solve?

What do you promise and deliver on?



## Benefit

What are your organization's core strengths and advantages? Rank them in order of importance.

How do you define quality?

What are the benefits of doing business with your organization? Which benefit is most important? Why?

What are the benefits of your product? Which benefit is most important? Why?

Are any of these benefits unique to your organization and product?

Do you stress any attributes or benefits that your competitors do not?

What are your company's core weaknesses? What are you doing to address or overcome them?



## Motivation

Who "purchases" your product? Describe them.

What motivates them to buy your product?

What are their main concerns or hot buttons?

What are their main objections to your product?

Who doesn't buy your product, and why?

Are there other gatekeepers and influencers in the decision making process? Describe them.

What are their main concerns and hot buttons?



Who are the "users" of your product? Describe them.

What are your users' main concerns or hot buttons?

What motivates them to use your product?

How does your product help users do their job faster, easier, and more cost-effectively?

What are users absolutely tired of or frustrated by? Why do they need your product now?

Is there a need or problem users don't even realize they have?

What are your users' main objections to your product?





Who doesn't use your product, and why? Describe them.

## Expression

What is your strategy for retaining customers?

What is your strategy for rewarding loyal customers?

What is your customer product philosophy?

What is your customer pledge or guarantee?

How do you define superior product?

How do you evaluate and measure customer satisfaction?