

DAY 4

Excavate-Tell-Affirm™ Brand Diagnostic Tool

EXCAVATE

Position your Brand with Purpose

1. Is it obvious what makes your brand stand out amongst a perceived competitive set?
 - Yes
 - No
 - Maybe
2. Is the purpose, what your brand stands for, clear?
 - Yes
 - No
 - Maybe
3. Is there enough information to build trust with your brand?
 - Yes
 - No
 - Maybe
4. Does the first impression create an emotive response?
 - Yes
 - No
 - Maybe

TELL

Message Brand Stories to be Memorable I = consumer

1. Do I understand who YOU are (vs your business or company you represent)?
 - Yes
 - No
 - Maybe
2. Do I understand how you will get me from a current state of frustration to a future desired state?
 - Yes
 - No
 - Maybe
3. Do I understand at what, you are best in the world?
 - Yes
 - No
 - Maybe

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TELL

Message Brand Stories to be Memorable I = consumer

4. Do I understand what makes you proud?

- Yes
- No
- Maybe

5. Do I understand there is a cause or big relevant change that you are passionate about?

- Yes
- No
- Maybe

6. What's the "thing" (e.g. favorite quote) that will enable me to remember your brand?

- Yes
- No
- Maybe

7. Do I understand your core values?

- Yes
- No
- Maybe

8. Is there evidence of 10,000 hours behind your brand?

- Yes
- No
- Maybe

9. Did I get insight to your heroes, who/what inspires you?

- Yes
- No
- Maybe

10. Do I understand your extraordinary why?

- Yes
- No
- Maybe

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AFFIRM

Own Your Brand Genius

1. Is your overarching brand statement front and center?

- Yes
- No
- Maybe

2. If I had to describe this brand to someone else, could I do that?

- Yes
- No
- Maybe

What are the three key takeaway messages?

1. Are there some visual or audio clips that support your brand narrative, that make you memorable?

- Yes
- No
- Maybe

2. Do I understand what's driving you (big relevant change) in addition to revenue/profit?

- Yes
- No
- Maybe

3. Can I explain what solutions you offer?

- Yes
- No
- Maybe

4. Do I see some look-alikes (other "yes" clients that were happy/references)?

- Yes
- No
- Maybe

5. Do I know what happens when a "yes" client/target audience experiences the brand?

- Yes
- No
- Maybe