

50 *point*

BRAND HEALTH CHECKLIST



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HOW HEALTHY IS YOUR *brand?*



The answer to this question is the most important asset of your business. It determines how likely you are to reach your ideal audience and how effective your connection to them will be. Your brand's health is comprised of your **brand presence, awareness, reputation, engagement and loyalty**. Building, tracking and refining these five areas will ensure both vibrancy and longevity.

A strong healthy brand makes more money, has a robust and loyal following and is better immune to crisis. In addition, the rate of returning customers is higher and attrition rates are lower. People who have a positive experience with your brand become customers and when those positive experiences continue over time, they become Brand Ambassadors who refer you to friends and family. **A healthy brand always increases your influence and your bottom line.**

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Check the boxes that are true/correct for your brand right now:

- My brand clearly reflects who I am and how I want to be perceived as a company.
- I can describe my brand in a 6-words-or-less sentence.
- I have clarity on what sets me apart from others in my industry, my point of differentiation.
- I can clearly communicate my point of differentiation in 8 seconds or less.
- I know my top 3-4 brand attributes (the adjectives that best describe me) and use them as a baseline for everything I do.
- I know my Brand Archetype and I use it to create enduring connections with my customers.
- My brand name and tagline evoke the strategic vision for my company.
- I know how /why I am the solution to my customers most pressing problem.
- I know the exact results my clients achieve from working with/buying from me. I can express the link between the benefits my product/service provides and the actual value my client receives (i.e. peace of mind, financial independence, vibrant health, more confidence, etc.)
- I am clear about WHY I am in business, why it matters to me, why it's important and why my customers should care.
- I have established my brand values and they are clearly communicated both internally with employees and/or independent contractors and externally with my customers.

- I have a concise, written mission statement and/or manifesto for my brand and I share it with my customers.
- Everyone on my team understands what our brand stands for and our mission and goals are clear.
- I have a brand handbook that I share with employees, independent contractors and vendors that serves as the anchor and guide for the ethos of my brand. It contains my brand attributes, tagline, brand statements, ideal client avatar, mission, vision and a visual style guide that clearly communicates how my brand should be depicted across all platforms – print, digital and otherwise.
- I have worked with and trained my employees on our brand ethos and vision and they live it in their interactions with customers. I understand that my employees are our most important Brand Ambassadors, as they interact with our customers and uphold the company's brand values.
- I am comfortable sharing my story, being vulnerable when I'm called to be, and I have the courage to do so often.
- I understand that a brand is only as strong as other people's perceptions and I am taking active steps in everything I do to ensure I am being perceived the way I want to be.
- I am focused on building relationships with my audience, not just on selling. I understand that a strong bond is formed before, during, and after the sale. With a strong emphasis on after.
- I am always looking at my clients' total brand experience – from the moment they engage with my brand until they become an advocate and beyond – and how I can improve upon that experience. I regularly examine all of my brand touchpoints and how I can improve them.

- I understand that my brand is only as good as the positive emotional connection my customer has with it.
- My visual branding (logo, icon(s), tagline) is strong, clear and aligned with my attributes, values, message and mission.
- I have a Visual Style Guide that clearly communicates how my brand should be displayed across all forms of media. This includes multiple versions of my logo, icons, color palette, fonts, etc.
- My brand identity is consistent and cohesive across all mediums – my website, marketing materials, advertising, social platforms, email, images – and is aligned and on-brand.
- I understand that how I look and present myself is a part of my visual branding and contributes to how people perceive me. My personal style and presentation are consistent and align with my brand ethos.
- My website is easy to navigate and my brand message is front and center.
- I regularly examine my web analytics using a resource like Google Analytics to assess the origin of traffic coming to my site, pages they are visiting, bounce and conversion rates, to understand where site visitors are coming from and what content is most valuable to them.
- I am familiar with and am using SEO best practices when it comes to keywords, links, metadata and overall page optimization and/or I have hired an SEO specialist to optimize and maintain my site.
- It is easy for site visitors to find my products and services and my offerings are clear and enticing.

- I have a Testimonials page on my website and/or I use Google Reviews/Yelp to drive word of mouth about my product or service.
- I own the URL for my name, my company name and any other relevant domains and point them to my main URL.
- I have a way for my potential clients to opt-in to my mailing list on my website and I offer them something enticing in exchange for their contact information – valuable freemium content, a special first-time discount etc.
- I use a CRM/email marketing provider (MailChimp, ConvertKit, Keap, etc.) and have created an autoresponder series (a series of emails that are sent at a predetermined time) that are triggered at point of purchase from my website. These emails have been created to deepen the relationship with my customer, stay in touch consistently, and educate them on my other offerings.
- I understand that every email I send is a branding opportunity and I use my email signature to reinforce my brand message and links to my website, social platforms etc.
- I have a 6-12 month strategic marketing communications plan that clearly defines my goals, objectives, budget, channels, timeline, responsibilities and checkpoints.
- I have selected at least one social media platform to be active, share content and engage with my audience consistently. The light is on and by using compelling and engaging content, I invite prospective clients back to my website regularly.
- My social media profiles are clear, compelling and accessible. I have included my website URL and contact information.
- I use the same image/icon for my social media avatar on all channels so I am immediately recognizable.

- I am monitoring my brand conversation and overall sentiment on social media.
- I am using a social listening tool to track mentions that contain my brand name and other predefined keywords relevant to my brand and my industry.
- I have a Google alert set up to track my brand name and any other keywords or phrases relevant to my brand.
- I am responding quickly to brand mentions and customer comments and questions on my social channels.
- I am analyzing customer feedback, both positive and negative, and course-correcting when it makes sense to do so.
- I occasionally use surveys and/or focus groups to request direct feedback from customers.
- I have a space where employees can easily share their ideas and criticism and I welcome their feedback. I keep an open line of communication between myself and my employees/contractors.
- I am consistently creating helpful (educational, inspirational, entertaining) content that my audience deems valuable and distributing it through my communication channels (email, blog, social platforms etc.)
- I regularly share content to tell my brand story and shape perceptions about my brand. My content positions me as a thought leader, demonstrates my expertise, and increases my search rankings.
- I have identified my Brand Ambassadors (the people who are talking about and sharing info about my brand with others) and am constantly looking for ways to deepen the relationship and collaborate creatively.

I have identified influencers in the digital space that could benefit from my product/service and have developed a strategy to connect with them and build relationships.

I regularly monitor my "competition" and what their customers are saying online. This allows me to spot and fill in the gaps to improve my own customer experience.

I am relentlessly focused on providing magic for my customers and adding value in everything we do.

PHEW!
you did it!



Great job. Don't worry if this list is overwhelming at first. It doesn't matter how many you checked off. It's not a competition. What IS important is that you begin. That you start and implement, one step at a time. I hope you spotted the recurrence of what I call the **5 C's: Clarity, Communication, Content, Consistency, and my personal favorite, Courage.** These are sprinkled throughout the checklist because they are integral to building a healthy foundation for your brand. I teach about these more in-depth in my upcoming **SheBrand Masterclass**, which is designed to help you build your confidence, your brand and your bank account.

I look forward to connecting with you further and watching your brand get healthy and grow!



Love,

Liz Dennery

Founder + CEO, SheBrand Inc.

P.S. Want my brain on your brand?

Book some 1:1 time with a [Brand Breakthrough Consultation](#) and let's fine-tune and optimize your brand together!

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