

# re•markable method<sup>®</sup>

— BRAND ASSESSMENT —



# ACTIVITY: re•markable method® BRAND ASSESSMENT



## ESSENCE

YES

NO

Do you know what your company is known for?

\_\_\_\_\_

\_\_\_\_\_

If so, is it what you want it to be known for?

\_\_\_\_\_

\_\_\_\_\_

Do you know what happens because of your company?

\_\_\_\_\_

\_\_\_\_\_

Do you know what people say about your company when you're not in the room?

\_\_\_\_\_

\_\_\_\_\_

Can you describe your company's brand personality?

\_\_\_\_\_

\_\_\_\_\_

## VISION

YES

NO

Do you know what your brand stands for?

\_\_\_\_\_

\_\_\_\_\_

Do you know why someone should do business with your company?

\_\_\_\_\_

\_\_\_\_\_

Do you know what is unique about your company?

\_\_\_\_\_

\_\_\_\_\_

Do you know how someone would describe your team and your company brand?

\_\_\_\_\_

\_\_\_\_\_

Do you know what your company's contribution to the world is?

\_\_\_\_\_

\_\_\_\_\_

Do you know how your company has grown/evolved over the past five years?

\_\_\_\_\_

\_\_\_\_\_

Do you know where your company brand is going?

\_\_\_\_\_

\_\_\_\_\_

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VALUE	YES	NO
Do you know your company's brand promise? (both logically and emotionally)	_____	_____
Is it different from other companies who do what you do?	_____	_____
Do you know why your company is credible?	_____	_____
Do you know what benefits your company brings to the table?	_____	_____
Can you articulate your company's expertise?	_____	_____
	<b>TOTAL</b>	_____

If you answered **NO** more times than **YES**, you need to define your **only-ness**. Kelly Lucente and her team are known for uncovering the **re•markable** thing that would be missed if you and your company didn't exist. They know how to define it in such a way that your organization can communicate it outwardly with clarity and confidence.



INTRODUCING  
**re•markable method®**  
*Get your re•markable on.*

If you are ready to identify your **only-ness** so you can attract more ideal clients and convert more sales, contact [kelly@retoolmarketing](mailto:kelly@retoolmarketing) to schedule your **FREE** 30 minute meeting.