

Is your brand working for you?

Is it empowering you to be out in the world with clarity and confidence? Is your brand enabling you to connect with your ideal customers? Or is it getting in the way of you reaching the people who need you?

If you're not sure, this quick little quiz will help you get to clarity.



How to use this quiz:

This following 8 questions will help you to evaluate where you need some brand-related improvement. You may find out that you only have a few things to work on, or your results may inspire you to start from scratch. Either way, getting more clarity on what you're putting out into the world will only help you to grow and continue doing what you love to do.

When reviewing these questions, make sure to look at your *entire* brand—everywhere you are out in the world where people can connect with you. This may mean business cards or advertising, your website, social media or something else. Take a few minutes to gather all of that together before you run through the quiz on the next page.

The bottom line: Having some clarity around your brand's people, personality and positioning will help to ensure that your brand is working for you, not against you, so that you can easily find your customers and they can find you.

Let's get started! → For each question below, choose the answer that best describes your current situation.

PART ONE: PEOPLE

✦ Do you know who "your people" are?

- | | |
|--|-----------------------|
| A. Yes, I know exactly who they are, from the kind of car they drive to the books they read and who they follow on social media. | <input type="radio"/> |
| B. I have a loose idea of who my people are, where they come from and what they're looking for. | <input type="radio"/> |
| C. I'm not sure. I want to find them, but I don't know where to start. | <input type="radio"/> |

✦ Do you know how you want your people to *feel* when they find you?

- | | |
|---|-----------------------|
| A. Yes, I have it mapped out exactly. There is a specific tone I want to project and I am clearly reflecting that in the visuals and language I've created. | <input type="radio"/> |
| B. I have an idea, but I am not completely clear on the direction I should go. | <input type="radio"/> |
| C. Wow, I've never thought about that before. So, no, unfortunately. | <input type="radio"/> |

✦ Does your brand's look and feel reflect how you want your people to feel when they interact with your brand? *For example, you want them to feel warmth, peace and comfort. Would you describe your brand that way?*

- | | |
|--|-----------------------|
| A. Yes, my brand perfectly reflects the vibe I want my customers to get as soon as they find me. | <input type="radio"/> |
| B. I'm not really sure. Some things feel like they're working and others don't. | <input type="radio"/> |
| C. No, I am way off. How I want my people to feel and how my brand feels are on two different pages. | <input type="radio"/> |

PART TWO: PERSONALITY

✦ Do you have a consistent logo system, color palette and typography?

- | | |
|--|-----------------------|
| A. Yes, my visuals are consistent and seamless across all media—print, web, all of it. And I'm pretty proud of it! | <input type="radio"/> |
| B. For the most part, but there are some inconsistencies here and there that are throwing things off. | <input type="radio"/> |
| C. No, my look and feel varies from platform to platform. I need help! | <input type="radio"/> |

* PART TWO: PERSONALITY (CONTINUED)

Do you have a clear message and point of view?

A. Yes, my message is clear and easily identifiable everywhere you can find me.	<input type="radio"/>
B. I have a few messages that do conflict a bit. My messaging could use some clarity.	<input type="radio"/>
C. No, I am currently using all different messages on different platforms.	<input type="radio"/>

* **Does your look, feel and language clearly reflect what your brand represents—your values, your approach, your vision?**

A. Yes, when I look at my brand elements I feel it is an accurate reflection of all of those things.	<input type="radio"/>
B. It does somewhat, but there is definitely room for improvement.	<input type="radio"/>
C. No, and I am unclear on how to more closely align everything so that it feels more true to my brand.	<input type="radio"/>

* PART THREE: POSITIONING

Is your brand unique and memorable? Does it make an impact? A first impression can be everything.

A. Yes, my brand is fully custom and truly reflects who I am while targeting the specific people I want to reach.	<input type="radio"/>
B. Not entirely. When I first developed my brand I took inspiration from others in my field, so it looks similar to competitors.	<input type="radio"/>
C. Unfortunately, no. I used templates to put my brand together, so anyone could have what I do.	<input type="radio"/>

* **Does your brand stand up to your competition, while also separating you from the pack?**
Do you maintain the same level of professionalism as your peers, but have your own unique identity in the marketplace?

A. Yes! I maintain the same level of professionalism as my competitors, but also have my own unique look, feel, voice and message.	<input type="radio"/>
B. I have my own unique position in the market, but I'm not quite at the same level of professionalism just yet. I'm feeling a bit behind.	<input type="radio"/>
C. No, my competitors seem way ahead of me in many areas. My brand does not accurately represent the high quality level of service I offer. I need to catch up!	<input type="radio"/>

All done! → Only one thing left to do—tally your answers:

No. of A's ____	No. of B's ____	No. of C's ____
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Woohoo! Here are your results!

Mostly A's: You're a Branding Pro!

Congrats! Your brand is *definitely* working for you! Since you've got all the basics covered, you're ready to level up. You have a structure in place that is working well, so now you can get creative. Write some new messaging, create some new artwork, iron out any tiny details that may not be quite integrated just yet. Just keep going!

Mostly B's: You're a Branding Trainee!

Some areas are in better shape than others, but you are well on your way to a brand that is working for you. Now that you've got a clear sense of your specific areas of improvement, you can get to work on bringing everything up to par.

Mostly C's: You're a Branding Newbie!

Your brand is not quite working for you yet, so you've got some work to do. But not to worry! You've taken the first step and identified key areas where you could use some improvement. Focus on one thing at a time and you will get there!

Ready to get to work? Awesome! I can help, no matter what score you got or where you are in the process. Head on over to enrouteworkshop.com to learn more about my offerings, get some insight into who we are and how we work.

Not quite ready yet? No problem! [Sign up for our mailing list](#) to stay up-to-date on new offerings, classes, inspiration and more.

Thank-you!

