



**Being True to Yourself**

**Review on Your Business Brand**

# more money for shoes

## Review on Your Business Brand

This review is designed to start you thinking about the brand that you are currently displaying in your business as well as the brand that perhaps you would like your business to have. Enjoy!

Who is YOUR target market?

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Who are YOUR competitors?

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List the soft skills that you consider vital for your employees to possess i.e. flexible, adaptable, personable?

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Think about your current employees. How many naturally possess these skills?

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What are the unique features of your products or services that keep your customers wanting more?

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How easily do you think the products or services could be replaced by similar products?

Easily		Product Substitution						With Difficulty	
1	2	3	4	5	6	7	8	9	10

What keeps YOU wanting to be involved as a client of the business?

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What do YOU like about the business?

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What do YOU dislike about the business?

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Highlight the words below that YOU feel best describe the current culture of YOUR business?

Happy	Satisfying	Depressed	Enthusiastic	Flat	Keen	Uncomfortable
Evolving	Proactive	Conflicting	Sneaky	Reactive	Goal Seeking	Involved
Family Focused	Appreciative	Welcoming	Participative	Ethical	Professional	Successful
Generous	Helpful	Intelligent	Flexible	Diverse	Adaptive	Respectful
Intimidating	Unmotivated	Stale	Cooperative	Assertive	Motivated	Obliging

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Now from the same list of words, highlight what YOU would like the culture of YOUR business to be?

Happy	Satisfying	Depressed	Enthusiastic	Flat	Keen	Uncomfortable
Evolving	Proactive	Conflicting	Sneaky	Reactive	Goal Seeking	Involved
Family Focused	Appreciative	Welcoming	Participative	Ethical	Professional	Successful
Generous	Helpful	Intelligent	Flexible	Diverse	Adaptive	Respectful
Intimidating	Unmotivated	Stale	Cooperative	Assertive	Motivated	Obliging

Highlight the words below that you feel best describe YOU?

Evolving	Proactive	Intimidating	Enthusiastic	Flat	Innovative	Player
Cooperative	Assertive	Motivated	Community	Reactive	Goal Seeking	Involved
Family Focused	Unsuccessful	Welcoming	Participative	Ethical	Professional	Successful
Generous	Helpful	Intelligent	Well Developed	Diverse	Adaptive	Respectful
Fresh	Flexible	Trustworthy	Entrepreneurial	Futuristic	Backwards	Untrustworthy

Highlight the words below that YOU feel best describe the business?

Evolving	Proactive	Intimidating	Enthusiastic	Flat	Innovative	Player
Cooperative	Assertive	Motivated	Community	Reactive	Goal Seeking	Involved
Family Focused	Unsuccessful	Welcoming	Participative	Ethical	Professional	Successful
Generous	Helpful	Intelligent	Well Developed	Diverse	Adaptive	Respectful
Fresh	Flexible	Trustworthy	Entrepreneurial	Futuristic	Backwards	Untrustworthy

Rate on a scale of 1 to 10 the importance your customers place on the following factors:

Factor	Rating 1 = Least Important 10 = Most Important
Look and feel of offices	
Level of Service	
Optional Extras	
Work Turnaround	
Website look & feel & ease of use	
Call out time	
Brand Name	
Discounts	
Warranty	
Location	
Payment Methods	

Using the same factors as listed above, how well do you think the business performs in these areas?

Factor	Rating 1 = Poorly 10 = Brilliantly
Look and feel of offices	
Level of Service	
Optional Extras	
Work Turnaround	
Website look & feel & ease of use	
Call out time	
Brand Name	
Discounts	
Warranty	
Location	
Payment Methods	