

inspiro

BRAND TOUCHPOINT EVALUATION

When was the last time you spent some quality time looking at your business brand through someone else's eyes? Really detailed, step by step small stuff? Your brand is who you are, not just your logo but everything about you. Now is the time to take that step.

DIRECTIONS:

Gather all collateral material in one place. You can use the following sheet as a sort of scavenger hunt.

Take your time. Find a time and place where you won't be interrupted. You will be rating all items on a scale of 5-1 (5 being the highest). There are no right or wrong answers just follow your intuition. Honest responses will make your brand much stronger.

Visualize your competition against yourself. Better yet, visualize the best version of your brand and how you want it to be. Question yourself - If your logo were not on there, would people know it was yours?

Now go evaluate each item to gain the insights to improve your brand and your clients perception of your business.

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BRAND TOUCHPOINT DO IT YOURSELF MINI EVALUATION

BRAND MATERIALS	Cosistency	Quality	Action Needed
Logo *	_____	_____	_____
Tagline *	_____	_____	_____
Phone Message	_____	_____	_____
Ring Tone	_____	_____	_____
Email Signature File*	_____	_____	_____
Website*	_____	_____	_____
Email Newsletters	_____	_____	_____
Marketing - mailers/promos/ads	_____	_____	_____
Business Cards *	_____	_____	_____
Letterhead	_____	_____	_____
Envelope	_____	_____	_____
Labels	_____	_____	_____
Folders	_____	_____	_____
Other_____	_____	_____	_____
Other_____	_____	_____	_____
Other_____	_____	_____	_____

Ratings: 5=highest 1 =lowest;

5 excellent • 4 good • 3 just okay • 2 needs improvement • 1 probably hurting business

* necessary items to evaluate - if you don't have them... get them.

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