



## BRAND ASSESSMENT

“

*Making your marketing ideas come to life can feel like Mission Impossible.*

*But trust me, it's POSSIBLE. We can help.”*

“

*Joanne's thought leadership and goal oriented focus is outstanding.”*

— Virginia Canavan  
VP Diamond Marketing Solutions

Want to make a difference in a competitive marketplace? Then tell us how you are different from the competition.

### BE THE BRAND!

The personality of your business is the cornerstone of your brand. How you tell your business story, what tone you use, and your approach, your style is your brand! These elements are the differentiator between you and your competition.

We work with business owners like you, who are experts in what they do everyday. We start with a conversation, about your brand and helping you identify your competitive differentiator.

You will have some ideas about these questions, and I hope they guide you into the future of **YOU-R** business.

Don't worry, even if you are in business 20 years, or 2 months, you can answer these questions!

**Let's Get Started . . .**



“Your Fabulous at what you do!”

— Brittan  
Freelance event design

### Our Firm Philosophy

*The original idea was to create a firm of marketing experts who could service business owners on an as-needed basis, with smart solutions always delivered with style and professionalism. Over the years Joanne Klee's firm has evolved, but we never lost sight of our customer. Everything we do is centered on the fundamental goal of providing you with the best business marketing solutions . . . when you need it. it.*

### GOALS ASSESSMENT

- What are your goals? How will you know you have accomplished your goal?
- Why was your company started in the first place and what was the motivation?
- Who is your competition? (what do they do well, what do they need to improve on, what can you do better than them?)

### BRANDING AUDIT

- Which of these words is a better fit for your brand: traditional or modern?
- Which of these words is a better fit for your brand:
  - Friendly or corporate?
  - Looking at other people's branding, what logos do you like
  - and why?

### BRAND PROMISE

- How do you currently market to your referral sources? (Newsletters, emails, social media advertising, or you have no current online presence?)
- Is there a clear understanding amongst current clients and potential clients of the service offerings available? Do they understand your service or product?
- What do your clients say about you? (excellent customer service, efficient, knowledgeable, . . .)
- What is the perception of your brand in the eyes of your clients? (organized, expansive service offerings, influential, clever . . .)