

SECTION VI

Bonus Content

If you're ready to create your own Bold Brand, here are a few resources to explore your new obsession.

“Gimme some more.”

—Trevor George Smith, Jr.,
aka Busta Rhymes

WHO ARE YOU?

DIY Brand Checklist

- ☒ Voice and style
- ☒ Visual identity
- ☒ Collateral
- ☒ Website
- ☒ Social media
- ☒ Other brand exposures

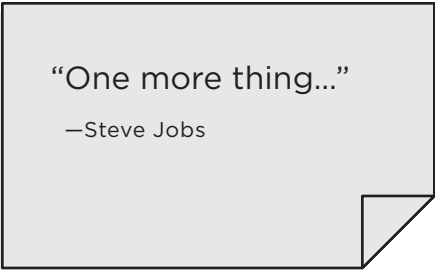


Branded

CHAPTER FIFTEEN

DIY Bold Brand Audit

How can you tell if your brand is due for an overhaul without spending a lot of money?



“One more thing...”

—Steve Jobs

What is
your elevator
pitch?

Ask yourself the following:

Positioning

- Who are you?
- What is your market?
- What is your product or service?
- What is your Unique Selling Proposition (USP)?
- What is your brand essence?
- What are your brand values?
- Describe your corporate culture. Does it fit your brand?
- What is your elevator pitch? Mission? Vision?
- Would everyone in your company describe your brand similarly?
- Are important decision-makers aware of your branding and marketing initiatives?

Voice and Style

- Describe your brand voice.
- Review sample headlines.
- Review sample copy.
- Review usage—how do you use your company or brand name in the following: possessive, plural, product, service, in combination with other items, etc.
- How do you write your company name? All caps, title case, shorthand, something else?

Visual identity

- Is your name trademarked or registered?
- Do you have a single logo or trademark?
- Is it used consistently across your materials?

Collateral

- Round up samples of your materials—brochures, print materials, tradeshow displays, advertising, etc.
- Do they look like they're from the same company?
- Are any of them outdated, or formatted in an inappropriate style?
- Is your brand used consistently, following a standard set of rules?
- Are the colors consistent across various pieces?

Website

- Search performance—can you be found online when you search for your name, or your product/service?

Social Media

- Are your social media sites up to date? Do they accurately reflect your brand?

Other brand exposures

Check all that apply to your company or brand:

- Sponsorships/civic involvement/memberships
- News/PR
- External assets—speaking engagements, articles, books, blogs, etc.
- Testimonials
- Videos
- HR policies/on-boarding process
- Internal systems
- Customer service
- Internal surveys
- Client surveys

Envision the future state of your professional brand

- What does your brand currently look like?
- What types of assets, tools, collateral, or stories do you want to have?
- Which of these pieces do you have now, and which are missing?
- What are the first priorities for reaching your future state?

Homework:

- ☐ Review the results of your DIY Bold Brand Audit.
- ☐ Who else needs to see this?
- ☐ Rally your team and leadership to plan for the next steps.
- ☐ Does your in-house team have the expertise to accomplish your goals? Or will you need to interview branding consultants to help build your brand?
- ☐ Hire the team that best fits your personality, goals, budget, and timeline.

To download a PDF copy of the DIY Bold Brand Audit checklist, visit:

www.boldbrand.com/book/downloads

Resources

Books mentioned in ***Bold Brand 2.0***:

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- ContentMarketingWorld.com
- ContentMarketingInstitute.com/blog
- Enquiro.com
- Frontierprojectlive.com/jason-ashlock
- Hubspot.com
- Interfaceengineering.com
- KennedyVanDerLaan.com

- KyleLacy.com
- LorraineBall.com
- Lucasmiles.org
- MarketingProfs.com
- MarketingTechBlog.com
- MarkZweig.com
- MilesHerndon.com
- MyEmma.com
- OHM-Advisors.com
- Primeraeng.com
- SallyHogshead.com
- ScottMcKain.com
- SHRM.org
- SMPS.org
- WinWithoutPitching.com
- ZweigWhite.com