



Don't Keep Your  
Brand a Secret

Let Herr Company help you tell your  
story. Don't create customers, create  
brand advocates.

# POWER UP YOUR BRAND IDENTITY

## BRAND POWER CHECK

What are the goals of  
your business?

Who is your ideal  
customer?

What are you  
providing your  
customers?

Who are your largest  
competitors?

What is one thing  
they do that you do  
not?

What is your unique  
business story?

What do you provide  
that no one else can?

What are 10  
keywords that  
describe your  
business?

Who are the  
company leaders?

Do the company  
leaders have a 30-  
second brand pitch?

[www.herr.company](http://www.herr.company)

What are the  
marketing materials  
being used?

Are the marketing  
materials consistent  
to the brand identity?

What keywords are  
used in the  
marketing materials?

What are people  
saying about your  
brand?

What do you want  
people to say about  
your brand?

Do you have a social  
media footprint?

Who is in charge of  
your social media  
footprint?

How often does your  
brand engage on  
social media?

What are 3 words you  
want your customers  
to think about your  
brand?

What are you willing  
to do to power up you  
brand identity?