

# How Can You Build a Better Brand?

## START BY ASKING THE RIGHT QUESTIONS

Everything an organization is, does and intends to do contributes to the formation of the brand. As you answer the questions below, you'll take the first steps toward identifying your organization's purpose (vision and mission), its identity (function and reputation) and its audience (customers and prospects).

This is the beginning of an exercise that helps founders, marketing leaders and other stakeholders gain a deeper understanding of the organization as you seek to build a great brand message.

## DEFINE YOUR PURPOSE – VISION AND MISSION

### 1. Why does the organization exist?

(Check all that apply)

- To provide the best services in our industry
  - To provide the best products in our industry
  - To improve the way things are done in our industry
  - To improve or simplify our customers' lives
  - Other
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### 2. How does the organization fulfill that purpose?

- By holding ourselves to the highest standards
  - Through efficient production and project management
  - By committing ourselves to our customers' needs
  - By creating a work environment that allows team members to thrive and grow
  - Other
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### 3. What is/are the organization's goals?

- To meet or exceed customer expectations
  - To lead our industry in customer satisfaction
  - To grow a business that serves as many customers as possible
  - To improve the organization's financial health
  - Other
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**4. What does the organization stand for?**

- Service
  - Efficiency
  - Growth
  - Social justice
  - Other
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**5. Where does the organization see itself in the future?**

- Leading our industry in our city or county
  - Leading our industry in our region or state
  - Leading our industry nationally or globally
  - Growing steadily and expanding into new services or products
  - Other
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**IDENTITY – FUNCTION AND REPUTATION**

**1. What is the organization's industry or niche?**

- Healthcare
  - Tech
  - Restaurant and food service
  - Manufacturing, Distribution, Logistics
  - Other
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**2. What services or products are provided by the organization?**

List your services and/or products by priority:

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**3. How do the organization's services or products differ from those provided by others?**

- Our experience sets us apart.
  - Our expertise sets us apart.
  - The quality of our components and/or ingredients sets us apart.
  - We are more committed to customer service.
  - Other
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**4. What challenges confront the people who need or want the services and products provided by the organization?**

List the pain points most often mentioned by your customers and prospects:

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**5. What benefits can a customer or partner gain from being associated with your organization?**

- Growth
  - ROI
  - Convenience
  - Security
  - Other
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**AUDIENCE - CUSTOMERS AND PARTNERS**

**1. Why does someone need or want the services or products provided by the organization?**

List examples of value derived by customers from your services and/or products:

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**2. Who needs or wants the services or products provided by the organization?**

- Government entities
  - Consumers
  - Private or public businesses
  - Agencies
  - Other
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**3. How do users learn about the kinds of services and products provided by the organization?**

- Website
  - Digital ads
  - Word of mouth
  - Social media
  - Other
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**4. Is the organization (or are its leaders) well-known in the industry?**

- Yes
- No
- Don't know

**5. What obstacles prevent the organization from being better-known in the industry?**

- Limited experience in the industry
  - Highly competitive space
  - Lack of available time
  - Lack of money
  - Other
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## WHAT'S NEXT?

You've taken the first step toward taking control of your brand message.

The answers above will shape your organization's business goals, strategies and tactics moving forward. Roger West Creative & Code has perfected the process of helping clients elevate their brands by taking a deep dive into the three major pillars: purpose, identity and audience.

Contact Roger West to take the next steps toward building an enduring brand.