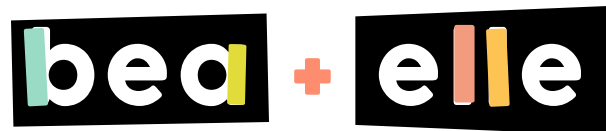
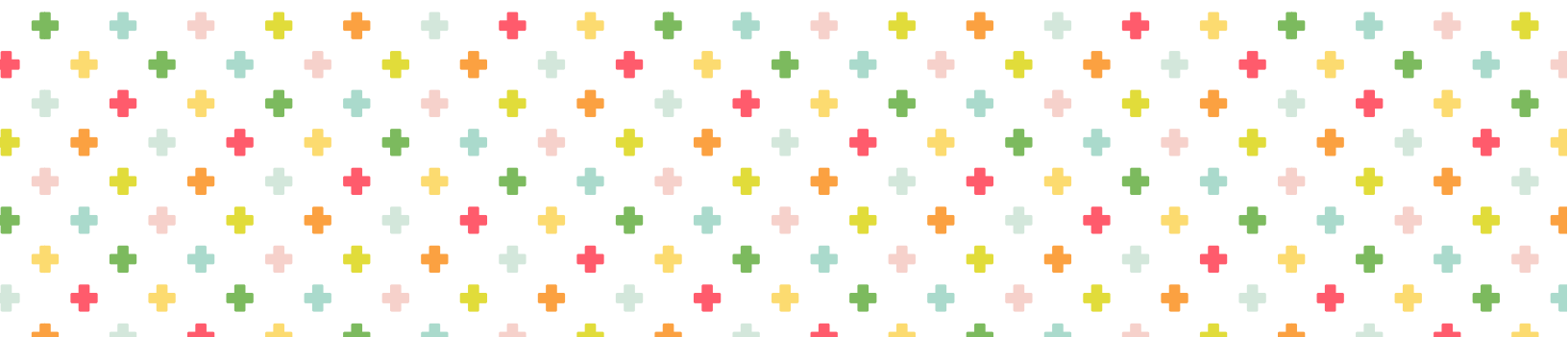


do it yourself

BRAND AUDIT



beaandelle.com





Hello, Friend!

The purpose of this workbook is to help you take a deep and long look into your brand with professional eyes.

We're going to be honest and let you know that things are going to get a little uncomfortable. You need to be honest with yourself and with your business and sometimes it's just not that nice when you notice the flaws.

This brand audit isn't meant to start a total overhaul of your branding. If you're here by choice you're probably thinking there are some improvements to be made. We can help with that!

Your branding is your identity and it deserves some serious attention. Think of this as routine maintenance, just a little mini makeover for your business. We're here to help you make the small adjustments that make your brand pop!

**BROOKE
+ LAURA**

A decorative border consisting of a repeating pattern of small, colorful plus signs in shades of red, orange, yellow, green, and teal, arranged in a grid-like fashion around the central text area.

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THE PURPOSE OF BRANDING

First, things first. We need to clarify a few things about branding.

The purpose of branding is to communicate the right message through your business's visuals and other intangible branding components (like tone and terminology). While a logo is the most recognizable feature of your branding, your brand includes **EVERYTHING** about your business. Not to put any pressure on you or anything.

Branding makes it easier for you to know what you're doing. Once you have it **ALL** figured out, you don't really need to think about it anymore, because you have a template to pull from as needed. You're making the tough choices now, to make things easier for you down the road.

Your clients will see that you know what you're doing too! Having consistent branding throughout your business establishes you as an expert, helps to build customer trust, and forms an environment that draws in your ideal customers and clients.

YOUR BRAND CREATES AN EXPERIENCE FOR YOUR CUSTOMERS.

Your brand helps establish the mood, feeling, and even aura of your business. It's the difference between walking into a Hot Topic, Hollister, and Gap. Each of these stores has a very different feel and vibe. And it's all done intentionally to attract their ideal customers.

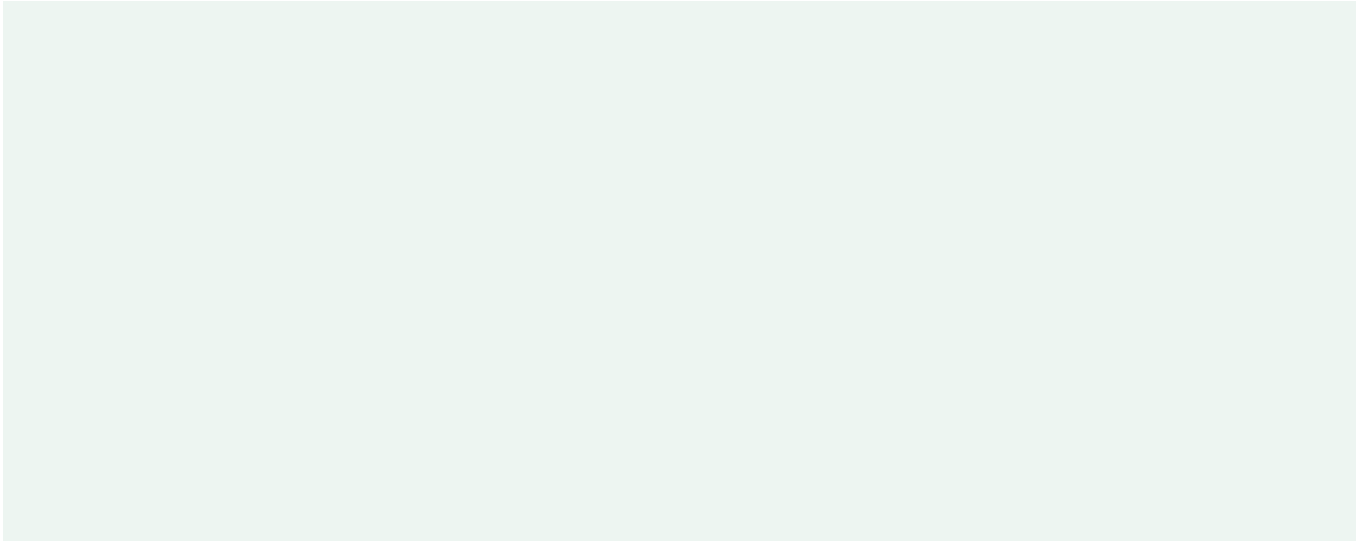
You're going to have to work for this. It's like naming your baby. It might not seem that important but by the end of your 9 months and you still don't have The Name, it's a HUGE deal! Branding is a huge deal although it might not seem like it in the beginning.

A Brand audit requires asking yourself some hard questions which require some time and effort to answer. So get ready to buckle down and work! Take a deep breath...



YOUR CLIENTS/CUSTOMERS

What kinds of clients have you been attracting? Are these clients helping you reach your brand goals? Are they your ideal clients? If they aren't your ideal clients, what kind of clients do you want to be attracting instead?



We chose to rebrand Bea + Elle from Leelou Designs because we weren't serving the same clients/customers. We went from originally being a brand that provides a lot of freebies and templates, to focusing more on helping small businesses through branding, graphics, and web design. We're using the same skills we did back then but in a different way.

BRAND IDENTITY VALUES

What are the core values and beliefs of your brand? Make sure you're focusing on the values for your business. Be true to yourself.

While our families are a HUGE value in our personal lives, it's not a main value and focus for Bea + Elle as a business. But a company that serves families, should definitely have it in their top 5. Look at Olive Garden's slogan "When you're here, you're family".

Go through the Tap into your Values section on the next page. Then come back and write down your top 5 brand values.

TAP INTO YOUR VALUES

Evaluate the list of values below. Eliminate the words that don't resonate with you and circle the values that are important to you. Once you've done that narrow it down to the top 5.


Accessibility	Power Strength	Knowledge	Stability
Courage	Affection	Wealth	Adventure
Empathy	Clarity	Bravery	Determination
Honesty	Fairness	Control	Expertise
Originality	Integrity	Fun	Independence
Speed	Prosperity	Learning	Leadership
Accomplishment	Success	Respect	Resourcefulness
Creativity	Affluence	Winning	Relaxation
Enthusiasm	Comfort	Calmness	Understanding
Humor	Faith	Directness	Assertiveness
Passion	Intelligence	Generosity	Completion
Spirituality	Punctuality	Love	Fidelity
Accountability	Sympathy	Security	Reliability
Curiosity	Altruism	Celebrity	Vision
Excellence	Commitment	Discipline	Balance
Imagination	Fame	Grace	Charity
Peace	Justice	Loyalty	Efficiency
Spontaneity	Recognition	Sensitivity	Health
Accuracy	Teamwork	Challenge	Optimism
Dependability	Ambition	Diversity	Sincerity
Experience	Compassion	Growth	Contentment
Impact	Family	Mindfulness	Flexibility
Perfection	Kindness	Significance	

ABOUT YOUR BIZ

What specific problem does your business solve? On a scale of 1-10, how well do you think you're communicating this to your audience?

What promises do you make to your clients/customers? On a scale of 1-10, how well do you think you're communicating these promises to your audience?

Why do your current clients/customers choose your business over other businesses in your industry?



Why do certain prospects choose other businesses in your industry over yours?

What do your clients/customers say when they recommend your brand to others? What do you want them to say when your business is recommended to potential clients/customers?

On a scale of 1-10, how loyal are your current and past clients/customers?

How is your business different from your competitors? On a scale of 1-10, how well do you think you're highlighting these differences in your brand?

BRAND ELEMENTS

Review your business brand elements designs: Brochures, product packaging, letterheads, newsletters, business cards, print ads, social media profiles, marketing, website, etc. Basically EVERYTHING in your business. Write down a list of all your brand elements.

Are all of these elements CONSISTENT in terms of design, colors, fonts, and tone voice? What do you need to update?

How effective are each of these elements at reaching and speaking to your ideal customers?

WEBSITE REVIEW

Using your website analytics, do you know where is your website traffic coming from?

If your traffic is coming from one or two sources, now's the time to start diversifying so that you're not vulnerable to changes.

Is your website attracting your ideal clients? Having lots of traffic is great, but it's only valuable when it's the right kind of customer/client.

What is your bounce rate? If your website visitors aren't staying, then your website is not effective.

What adjustments can you make?

BRAND FEEDBACK

This is a great time to survey your ideal clients. Whether they are your current customers/clients, or future clients. Send these questions to someone who already knows your business and industry.

This part can be hard because some of it may not be what you want to hear. **DO NOT** take it personally. But **DO LEARN** from this exercise what you can build and strengthen in your business. You are the one that knows your brand and your objectives - other people will have their opinions and they don't necessarily reflect on your mission. It's all about perception.

Write down 3-5 people you want to send the brand feedback questionnaire to.



BRAND FEEDBACK QUESTIONNAIRE

What are this brand's core values and beliefs?

What problem does this business solve?

Based on their brand, website, and marketing efforts, what promises does this business seem to be making to potential clients/customers?

Why would clients/customers choose this business over other businesses in its industry?

What words would you use to describe this business to others?

How is this brand different from others in the industry?