



Designing Your Brand Experience

- What are the core **values** behind your business?
- What is the business **culture** that these values inspire and you want your customers to *experience*?
- Beyond the products/services and price points you offer, what are the **unique assets** that give your business its *personality* and set it apart from the competition?
- How are your values, culture, and unique assets **relevant** to your customers' *needs* and *wants*?
- What is the **story** you are making your customers part of?
- How do you know that your customers have the correct **perception** of your business' values, culture, and unique assets?
- Think of *every* part of your business (management, product development, customer service, employees, HR, place of business, etc.) How does each **embody** the business' values, culture, and unique assets and how are these reflected in *every point of contact* between your business and your customers?
- How are you helping your customers **identify** with your business' values and culture?
- How does interacting with your business, and *all* it offers, make your customers **feel**?
- What are the **surprises** you offer to your customers, beyond what they already expect, which can get them to rave about your business?
- Are the *verbal messages* that you're reaching your customers with **in sync** with what they *actually experience* when they come in direct contact with your business and its products/services?
- What are the points of disconnect and how are you going to fix them?