

PRELIMINARY QUESTIONS

- // Does your brand align with your dream bride?
- // Check in with your Vision/Mission/Values first. When you are clear on who you are, it's obvious who & what you aren't.
- // What Values drive your business?
- // How does your brand reflect your big Vision?
- // Connect with your Dream Brides hearts and minds, and keep your brand believable, relevant & simple.

THIS IS THE WORLD'S EXPERIENCE OF YOU & YOUR BUSINESS.

- 1 // Look at your website, logo, your message, email signature, packaging, social media, etc.
- 2 // Look at every Bride touchpoint, even how you answer the phone.
- 3 // Benchmark - look at the branding of your icons in your field.
- 4 // Ask at least 3 of your Brides what they think of you and your branding.
- 5 // What do you need to change?
- 6 // Create a strategy & action plan.
- 7 // CHANGE IT!

AREA	CURRENTLY	IDEAL	WHAT TO CHANGE	CHANGE BY
BRAND MESSAGE				
VALUES				
CULTURE				
USP				
PRODUCTS				
SERVICES				
WEBSITE				

SEO				
LOGO				
INITIAL EMAIL				
EMAIL VOICE				
EMAIL SIGNATURE				
SM FACEBOOK				
SM INSTAGRAM				
ADVERTISING				
EXPOS				
PHOTOSHOOTS				
PINTEREST				