

DOES YOUR BRAND NEED A BOOST?... QUICK ASSESSMENT

Assess if you need a New Brand or Re-Branding...Each Question is worth 2 points..Each YES deducts 2 points from your total starting score of 24.

| | YES | NO |
|--|-----------------------|-----------------------|
| 1 Are you experiencing slow client attraction? | <input type="radio"/> | <input type="radio"/> |
| 2 Are you spending too much time explaining your business ? | <input type="radio"/> | <input type="radio"/> |
| 3 Do you experience long periods without receiving a qualified referral? | <input type="radio"/> | <input type="radio"/> |
| 4 Are you receiving inappropriate referrals? | <input type="radio"/> | <input type="radio"/> |
| 5 Is your Revenue sluggish, inconsistent or non-existent? | <input type="radio"/> | <input type="radio"/> |
| 6 Are you having challenges reaching Profit Margin goals? | <input type="radio"/> | <input type="radio"/> |
| 7 Do your clients misunderstand the added value of your products/services? | <input type="radio"/> | <input type="radio"/> |
| 8 Do you find yourself often in a price haggle with new potential clients? | <input type="radio"/> | <input type="radio"/> |
| 9 Do you have several logo' s that represent one business? | <input type="radio"/> | <input type="radio"/> |
| 10 Are there any disconnections with your companies Brand Architecture? | <input type="radio"/> | <input type="radio"/> |
| 11 Have you gained a new business partner or lost a business partner? | <input type="radio"/> | <input type="radio"/> |
| 12 Are you or have you changed or added business services or products? | <input type="radio"/> | <input type="radio"/> |

WHAT IS YOUR CURRENT BRAND ASSESSMENT SCORE?

IF YOUR SCORE IS LESS THAN **24** YOUR BRAND NEEDS ATTENTION