

# Brand Promise - Control Your Growth



## Worksheet Purpose:

To create a unique Brand Promise that magnetizes your Core Customer to your company and repels the rest. Creates a meaningful platform to tune your operations and differentiate from competition.

## Brand Promise Requirements:

\*Must fill a client NEED and not just a want.

\*Must differentiate you.

\*Must be hard to do. Hard to replicate by competition.

\*Must be measurable by you and clients.

\*It must encourage your Core Customer to take action sooner.

\*Typically 1 lead and 2 supporting Promises.

## Creating the Brand Promise

Core Competencies	Core Customer Need	Competitors Offerings
*	*	*
*	*	*
*	*	*
*	*	*
*	*	*
*	*	*

Based on the lists above, what are your Core Competencies AND Core Customer Needs that the Competition does not offer? Refer back to the Requirements definition.

## Create 3 Brand Promises

Primary / Lead	*
Supporting	*
Supporting	*