

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	*