

# TURBOCHARGE YOUR BRAND



## 21-Day Brand-Building Action Plan

Let's get started building your brand plan! This daily checklist includes suggestions to help you easily tackle key steps over the next three weeks: define, differentiate and demonstrate.

	WEEK 1: DEFINE	WEEK 2: DIFFERENTIATE	WEEK 3: DEMONSTRATE
	<p><b>Define your "why," "what" and "whom."</b></p> <p>Use the <b>Define</b> worksheet</p> <p><b>Tip:</b> Involve others, including members of your team, to drive momentum.</p>	<p><b>Identify key differentiators through client feedback.</b></p> <p>Use the <b>Differentiate</b> worksheet</p> <p><b>Tip:</b> Pay attention to the specific words clients use to find potential brand associations.</p>	<p><b>Create a plan to bring your brand to life.</b></p> <p>Use the <b>Demonstrate</b> worksheet</p> <p><b>Tip:</b> Remember the brand experience even when conducting digital client meetings.</p>
<b>M</b>	<p>Block off 30 minutes each day for exercises over the next three weeks.</p> <p><b>(&gt;5 min.)</b></p>	<p>Select clients to interview:</p> <ul style="list-style-type: none"> <li>• 2 new clients</li> <li>• 2 long-term clients</li> <li>• 2 former clients</li> </ul> <p>Book time for quick phone or online chats.</p> <p><b>(30 min.)</b></p>	<p>Identify where your brand message can be stronger:</p> <ul style="list-style-type: none"> <li>• Website and digital</li> <li>• Bio, About Us and LinkedIn</li> <li>• Office space</li> </ul> <p><b>(60 min.)</b></p>
<b>T</b>	<p>Complete "Why" portion of worksheet.</p> <p><b>(30 min.)</b></p>	<p>Interview two clients.</p> <p><b>(30 min.)</b></p>	<p>Edit your About Us page, staff bios and LinkedIn pages.</p> <p><b>(60 min.)</b></p>
<b>W</b>	<p>Complete "What" portion of worksheet.</p> <p><b>(30 min.)</b></p>	<p>Interview two clients.</p> <p><b>(30 min.)</b></p>	<p>Identify ways to bring your brand to life on your website.</p> <p><b>(60 min.)</b></p>
<b>T</b>	<p>Complete "Whom" portion of worksheet.</p> <p><b>(30 min.)</b></p>	<p>Interview two clients.</p> <p><b>(30 min.)</b></p>	<p>Tour your office environment with the 5 senses in mind.</p> <p><b>(30 min.)</b></p>
<b>F</b>	<p>Share results and brand goals with your team and enlist them in the next steps.</p> <p><b>(30 min.)</b></p>	<p>Draft your brand promise based on what you've gathered.</p> <p><b>(30 min.)</b></p> <p>State 3 words you want associated with your brand.</p> <p><b>(30 min.)</b></p>	<p>Create an action plan to implement digital updates and changes to the office environment.</p> <p><b>(60 min.)</b></p>
<b>SS</b>	<p>Take a well-deserved break.</p>	<p>Rest and recover.</p>	<p>Celebrate!</p>