

HERE'S A QUICK GUIDE TO **TEST YOUR BRAND**

1

ASK FOR REVIEWS

FIND 5-10 CANDID

PEOPLE

to look at your

- website
- social media
- google business page
- email newsletter
- business cards
- stationary
- packaging

Log these contacts in a google doc or spreadsheet.

2

GET FEEDBACK

ASK YOUR PEOPLE

QUESTIONS

about your business

- who you are
- what you do
- who you serve
- what you offer
- benefit of offer
- perceived value
- how to work with you

Record the answers to these questions from each person.

3

ANALYZE RESULTS

COMPARE THE

RESULTS

to desired image

- could they answer all the questions?
- were the answers they gave complete?
- did the answers line up with how you want to be perceived?

Compare feedback to the original brand intentions.

STELLA
WEB | DESIGN

651.470.2583 | crystal@stellawebdesign.com