MODULE 4: BRAND, IDENTITY AND MESSAGING

Your brand touchpoint audit

Lesson: What a brand is for a small service business · about 15 minutes

Find out where your brand is strong, where it contradicts itself, and what to fix first.

Your business (name, service, main city):

1. **In three words each, write what you want clients to expect from you and what you think they expect now.**

2. **List every touchpoint in your client journey, from search results to the review request.**

3. **Score each touchpoint 0, 1 or 2 and calculate your total as a percentage.**

4. **Choose the three lowest-scoring touchpoints you can fix in under an hour each, and write the fix for each.**

5. **Personal brand, company brand or a founder-led company brand? Write your choice and the reason, based on your plans for the next five years.**

Check: can you now

- Distinguish positioning, brand, identity and brand experience, and explain how each affects bookings
- Audit your client touchpoints and score them for consistency
- Decide whether a personal-name brand or a company brand suits your business and your plans

One change you will make this week