



THE DEFINITION OF A BRAND IS “A SINGULAR CLAIM OF DISTINCTION.” WITHOUT DISTINCTION YOUR COMPANY AND PRODUCTS COULD BE CONSIDERED “BRAND X” OR “GENERIC” OR WORSE, A COMMODITY. BRANDING YOUR COMPANY IS THE FIRST CRITICAL STEP IN AGGRESSIVE BUSINESS GROWTH.

TAKE THIS SIMPLE TEST TO ASSESS YOUR BRAND’S DISTINCTION.

FILL IN 3 FOR “YES,” 2 FOR “I DON’T KNOW,” AND 1 FOR “NOT REALLY.”

	YES	I DON'T KNOW	NOT REALLY
1. YOU HAVE DISCOVERED WHAT DIFFERENTIATES YOUR COMPANY FROM YOUR COMPETITORS.	3	2	1
2. YOUR DISTINCTION IS RECOGNIZED BY ALL OF YOUR CLIENTS/CUSTOMERS.	3	2	1
3. YOUR DISTINCTION HAS VALUE TO YOUR CLIENTS/CUSTOMERS AND PROSPECTS.	3	2	1
4. ALL EMPLOYEES IN YOUR COMPANY ARE AWARE OF THIS DISTINCTION.	3	2	1
5. NEW HIRES ARE TRAINED TO COMMUNICATE YOUR COMPANY’S DISTINCTION.	3	2	1
6. YOUR DISTINCTION IS COMMUNICATED CLEARLY TO PROSPECTS.	3	2	1
7. YOUR DISTINCTION IS CLEARLY COMMUNICATED IN YOUR MARKETING MATERIALS.	3	2	1
8. YOUR DISTINCTION IS SCRIPTED AND UTILIZED CONSISTENTLY.	3	2	1
9. YOUR PRODUCT’S PRICING STRATEGY IS BASED ON CLIENT/CUSTOMER PERCEPTIONS OF VALUE.	3	2	1
10. YOUR BRAND RECEIVES ADEQUATE MARKETING SUPPORT.	3	2	1

TO FIND YOUR **TOTAL**, ADD UP YOUR POINTS AND WRITE THEM IN THE BOX.

TOTAL:

SCORING YOUR REPORT CARD

- 24 – 30 **“A”** CONGRATULATIONS, YOU ARE ON THE RIGHT TRACK TO DISTINCTION.
- 15 – 23 **“B”** GOOD THINGS GOING ON BUT YOUR DISTINCTION IS A LITTLE BLURRY.
- 11 – 14 **“C”** TODAY, AVERAGE MEANS COMMODITY. WORK NEEDED.
- LESS THAN 11 **“D”** CAUSE FOR CONCERN. BRAND WORK NEEDED IMMEDIATELY...

EVERY COMPANY CAN BE AN “A.” AND WE CAN HELP.

CALL WILKIN GUGE BRAND STRATEGIST GAIL GUGE AT 909-390-1239 TO REVIEW YOUR REPORT CARD AND THE BRAND DEVELOPMENT OPPORTUNITIES THAT WILL CATAPULT YOUR BUSINESS TO AGGRESSIVE GROWTH.