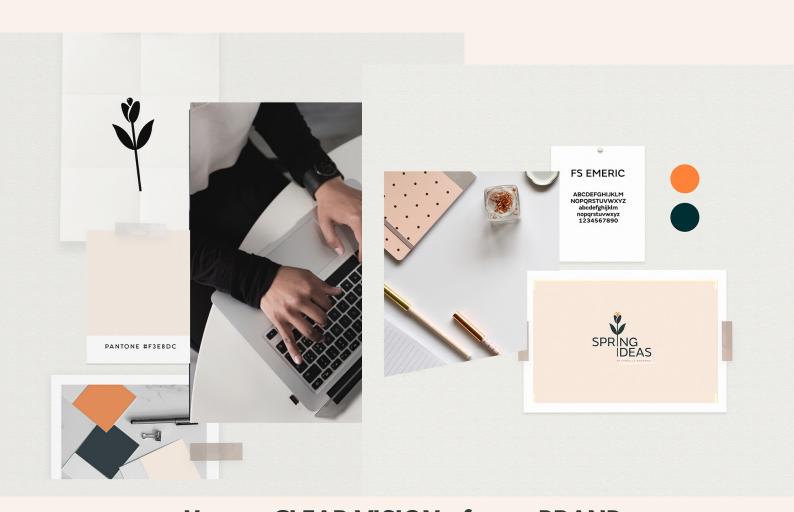
# SPRING TEST OF BRANDING



Have a CLEAR VISION of your BRAND



Does your business have a name? (Could be your own name)	YES	NO
Do you have an slogan?	YES	NO
Are you able to explain in 30 secs what you do in a clear, concise way and awaken the curiosity of your interlocutor?	YES	NO
Do you have a well-defined menu of products and services, with clear prices, processes and benefits?	YES	NO
Do you know who is your ideal client?	YES	NO
Do you know their style and what they like?	YES	NO
Have you defined the mission of your business?	YES	NO
Have you well defined what makes you different from your competitors?	YES	NO
Do you know who your competitors are?	YES	NO
Could you describe the personality of your business with 3 adjectives?	YES	NO



Do you have a professional LOGO?	YES	NO
Do you have a defined (3-5) color palette for your visuals?	YES	NO
Do you have between 2 - 3 fonts chosen for your texts?	YES	NO
Do you have professional photos or illustrations to work with your logo?	YES	NO
Do you use visual resources created especially for your business?	YES	NO
The visuals of your business reflect your strategy?	YES	NO
Open your networks, website, business cards or whatever you have to promote your business. Do they look similar?	YES	NO
When you look at your networks. Do you think you are connecting with your target audience?	YES	NO



if we open your instagram profile, or web site. We immediately understand what's your style, your target audience and your brand personality?	YES	NO
The texts on your website, social networks, emails, catalogs, etc. Have a tone that corresponds to your brand mood?	YES	NO
what your Instagram feed looks like. Your POST, pictures and texts, are coherent with each other? day after day?	YES	NO
Do you think the way you are offering your products/services, the way you'r speaking (mood), reflects your brand personality, your brand strategy?	YES	NO
What emotions do you want to convey with your brand?	open	
Do you get the clients you want?	YES	NO

# **LET'S MAKE SOME ACCOUNTS!**

# SUM THE N° OF YES...

Strategy	
Visual	
Consistency	
Total	

## More than 18 YES!

Hell Yes! You have a well-built, authentic and consistent BRAND. Keep it up. If you need some social or other marketing advice, you can send me your test results to: hello@fiorellanavarro.com

I will be so happy to answer and give you my professional perspective.

## Less than 18 YES!

Don't worry! You didn't pass the Branding test! But now you know exactly where to start! BRANDS are not built in a day!

I recommend you to read your negative answers carefully and look where there are some doubts.

Start with your strategy. Some of your answers may be open answers.

Analyze those answers and don't hesitate to contact me for a feedback.

Write me, I am here!



Thank you