

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