

BRAND HEALTH CHECK™

YOUR 4 WEEK PLAN

surgery⁺

WORK THAT WORKS®

www.ineedsurgery.com

Diagnosis: **Hidden Gem**

OVERALL BRAND HEALTH: 7/10

Your business has value. Not enough people know about it.

week one

INTERVIEW 5 CUSTOMERS AND ASK:

- Why did you choose us?
- What do we do better than others?

What you're looking for

Write down any words or phrases that appear repeatedly. If three or more customers mention the same thing, you've probably found a genuine differentiator.

What to do next

Move those words into:

- Your homepage
- Your LinkedIn profile
- Your sales presentations

If customers value it, it should be visible.

week two

REVIEW YOUR MESSAGING

- Can a stranger understand what makes you different in under 30 seconds?
- Is your homepage focused on outcomes, not services?
- Does your positioning reflect what customers value most?

What you're looking for

Look for language that describes what you do rather than the value you create.

What to do next

Rewrite your headline using customer language. Replace "We provide..." with "We help..."

week three

INCREASE VISIBILITY

- Publish a customer success story
- Share a recent project
- Ask a customer for a testimonial

What you're looking for

How often are you talking about customers rather than yourself?

What to do next

For every company-focused post, publish one customer-focused story. Evidence beats claims.

REVIEW YOUR BRAND PRESENTATION

- Does your visual identity reflect the quality of your business?
- Would you be proud for a prospective customer to judge you solely on your website?
- Does your brand look as strong as your reputation?

What you're looking for

Do people perceive the quality you know exists?

What to do next

Ask three people unfamiliar with your business: "What kind of company does this look like?" If their answers don't match your ambitions, your presentation may need attention.

CHECK-UP QUESTION

Would somebody discovering your business for the first time immediately understand why they should choose you?

PATIENT NOTES

What have you learned about your brand?

What surprised you most?

What's the one thing you're going to change first?

Three actions I'm committing to this month

① _____

② _____

③ _____

Review Date

___ / ___ / ____