

# BRAND 2.0

AUDIT YOUR STRATEGY & TAKE YOUR BRAND TO THE NEXT LEVEL

What are your products and services?

**WHAT**

What are the three biggest revenue streams for your organization?

**SUCCESSES**

What are your three goals for the next 12 months?

**GOALS**

What is your big goal for the next 5 years?

**BIG GOAL**

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Who does your organization serve? Describe the top 3 categories.

DEMOGRAPHICS

What is your biggest hurdle when talking to a potential client?

CHALLENGES

Who are your three main competitors?

COMPETITIVE SET

Why would a client choose to work with you over other alternatives?

VALUE PROPOSITION

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Why does your organization exist? Describe its purpose.

**MISSION**

What future is your organization striving to realize? Describe it.

**VISION**

What values inspire and guide your organization? Choose the top 3.

**VALUES**

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Taking into account the above work, does your current brand statement or brand positioning ladder up to your goals, needs of your demographics and values? Take a shot at writing a brand statement that shows your customer how their life will be better with your brand.

In two sentences or less, describe your organization and what it does.

BRAND POSITIONING

Dot Think is a branding, marketing & design firm with a passion for helping community-focused organizations elevate their brand. Informed by your goals, we amplify your message through design thinking, user experience architecting and best-in-class technology. With a full range of services from branding to SEO, we help you expand your reach and engage your audience – so you can do more to change the world. **Let's collaborate. (203) 364-4565**