7 Storytelling Steps That Make Branding Easy

EDITABLE

Messaging Assessment Worksheet

Messaging Assessment

1. Is the message you are communicating helping customers understand how you can help them survive and thrive?

(rate on a scale of 1 to 10)

NOT AT ALL						А	BSOLU	TELY
1 2	3	4	5	6	7	8	9	10

2. Can your customers name the main problem your company solves if we ask them? (rate on a scale of 1 to 10)

1 2 3 4 5 6 7 8	9	10

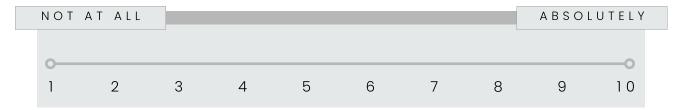
3. Is your message clear and simple? (rate on a scale of 1 to 10)

NOT AT	ALL							ABSOL	UTELY
0									
1	2	3	4	5	6	7	8	9	10

Reflective Questions

1. Have you clearly identified the problem your company solves?

(rate on a scale of 1 to 10)



2. How often do you talk about your customer's problems?

(rate on a scale of 1 to 10)

0	- 0	
1 2 3 4 5 6 7 8 9	10	

3. How much does your organization play the hero in the story rather than treating your customer as the hero?

(rate on a scale of 1 to 10)

WE ARE THE HERO						THE	YARE	THE HERO
								_
0								
1 2	3	4	5	6	7	8	9	10

4. Does your customer know what's at stake if they don't do business with you?

(rate on a scale of 1 to 10)

