



..... Marketing Cheatsheet .....

9 SECRETS  
TO CREATING AN  
**UNFORGETTABLE  
BRAND**  
AND A  
**PROFITABLE  
WEBSITE**



Your Digital Partner

# 9 Secrets to creating an **UNFORGETTABLE BRAND** and a **PROFITABLE WEBSITE**

If you're starting a business, blog or website, use our easy checklist to help lay the proper foundations down right from the start, or give your existing brand a quick digital health checkup. **It's time for your brand and blog to smack down!**

Answer yes or no to the following questions:

- 1 Do YOU have a clear idea of what your brand is? Can you boil this down to one concept? What ideas and notions pop up when a person thinks of your brand?
- 2 Does the copy on your website "speak to" your customer? Do you know who you are talking to? Do you know who your customer is, and what solutions they are looking for?
- 3 Is your about page aligned to your business? Are you communicating your brand story? Does it connect with your customer's problems and desires?
- 4 Does your aesthetic expression of your brand (e.g. your web design, logo, etc.) actually reflect your brand? Is it in sync across social media platforms?
- 5 Is your website designed with you visitor's goals in mind? What are they looking for when they visit? Are you providing it?
- 6 Is your website easy to navigate? Is it easy to do business with you? Are your offerings clear?
- 7 Are you building your email list? Do you have an irresistible opt-in offer?
- 8 Is social media fully integrated into your site? Are you creating and sharing content that educates, informs, entertains and inspires? Are you an integral and evolving part of "the conversation"?
- 9 Does your brand change the way your customer feels? Do you have a buzz-worthy, unforgettable brand & profitable website?

YES	NO
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## How did you go?

Did you answer YES to every question?

If you answered NO a few times, give us a call and see how we can take your brand to the next level.



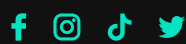
## Your Digital Partner

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