

# Your brand, your why and your outcome

Think about the companies or brands that you follow. What is it you like about them? What makes them distinctive? Use the box below to jot down your thoughts.



## Some thought provokers.....

**Is it clear who you are speaking to?**

**Are the outcomes you are providing obvious?**

**Do you know your company values? Do you share them?**

## Today's actions:

Look at your website, your social media platforms and any other visuals, and think about the following questions:

- 1** Is it clear on the platforms you use, what you offer and who you offer it to?
- 2** Is your messaging, both verbal and visual, consistent and recognisable?
- 3** Is it clear what solutions and outcomes you are providing?



10 MINUTES, 10 DAYS, 10 ACTIONS

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— Sales Coach & Trainer —