

69 POINT EPIC F*CKING BRAND CHECKLIST

Every single question you should be asking yourself before you pull the trigger on launch.

Here is my own personal guide I use for every brand I start or consult on from startup to 8 figure.

1. **Is what the brand does obvious?**
2. **Do I know the businesses why?**
3. **Do I know the businesses how?**
4. **Do I know the businesses what?**
5. **Can I guess the avatar?**
6. **If I was the avatar would I care?**
7. **Why should I give a F*** about this brand?**
8. **Is the brand unique?**
9. **Does the brand have a USP?**
10. **What is special about this brand?**

- 
11. **Is this product new?**
 12. **Whats the competition?**
 13. **Who is the competition?**
 14. **Why are the competition better?**
 15. **Where do the competition fail?**
 16. **What opportunities does the competition create?**
 17. **Can the brand take advantage of competitors Twitter?**
 18. **Can the brand take advantage of competitors Facebook?**
 19. **Can the brand take advantage of competitors Instagram?**
 20. **Can the brand take advantage of competitors Snapchat?**
 21. **Can the brand take advantage of competitors Pintrest?**
 22. **What social channel is best suited to this brand?**
 23. **Is the brand effective on Twitter?**
 24. **Is the brand effective on Facebook?**
 25. **Is the brand effective on Instagram?**
 26. **Is the brand effective on Snapchat?**
 27. **Is the brand effective on Pintrest?**

- 
- 28. **Is the brand consistent across all social accounts?**
 - 29. **Is the brand imagery congruent?**
 - 30. **Is the brand imagery crap or professional?**
 - 31. **Does the brand have product imagery?**
 - 32. **Are the product names obvious?**
 - 33. **Are the products congruent with brand?**
 - 34. **Can I see a clear message?**
 - 35. **At this stage am I put off by the brand?**
 - 36. **What is my gut feeling right now about the brand?**
 - 37. **Is the brand speaking to me or at me?**
 - 38. **Is it about me or about them?**
 - 39. **Is the brand focused on benefits or features?**
 - 40. **Does the brand have a website?**
 - 41. **Is the website crap or quality?**
 - 42. **Is the website clear within 3 seconds what the brand is?**
 - 43. **Is the website congruent with social media?**
 - 44. **Is the website mobile optimised?**

- 
45. **Is the website trying to get my data?**
 46. **Does the website offer incentives?**
 47. **Does the website excite me?**
 48. **Does the website provide me with more than products?**
 49. **Does the brand have reviews?**
 50. **Does the brand have any authority?**
 51. **Does the brand have any personal connection?**
 52. **Would I buy off this brand right now?**
 53. **Does the brands copy match the message?**
 54. **Is the brand genuine or false?**
 55. **Is the brand egotistical?**
 56. **Would I recommend the brand to someone else?**
 57. **Does the brand connect with customers daily?**
 58. **Does the brand actively look to connect with browsers?**
 59. **Does the brand have a mission statement?**
 60. **Is the brand congruent with the mission?**
 61. **Does the brand have a logo?**

62. Does the logo represent the brand?



63. Is the logo stuck in the 70's?



64. Is the brand slogan clear?



65. Where is the brand failing?



66. Where is the brands strengths?



67. What are the opportunities?



68. What do I suggest?



69. Is the brand a waste of time?



69 POINT EPIC F*CKING BRAND CHECKLIST **DONE**

That's it....

These are the 69 checks I carry out before I start to dive deep and really dig out the opportunities.

The question you should always be asking in your brand is **WHY SHOULD THEY GIVE A F*CK!**

Now go and create epic brands....