

# BRAND WHEEL

HOW DOES YOUR BRAND MEASURE UP?

Rate your business and score yourself  
(1 is poor and 5 is best)



First of all, thank you for downloading the brand wheel and congratulations on taking the first step to building a stronger brand.

This worksheet covers the fundamentals of branding and is going to help keep you on track in your branding efforts.

Here's how to use it:

Step 1: Print out the worksheet.

Step 2: With a red marker, circle each point where your business is **CURRENTLY** at.

Step 3: Connect all the points.

Step 4: With a green marker, circle each point

where you **WANT** your business to be

Step 5: Connect all the points.

Step 6: Identify the biggest gap and work on that first, before moving on to the next weak link