

The Perfect Brand Checklist

For Direct-to-Consumer Brands



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Think of a brand.

You probably thought of Apple or Nike, right?

Branding is powerful because it bundles emotions, worldviews, aesthetics and values all into one neat bundle.

In essence, your brand should evoke a positive emotional response from your customers.

The trouble is, how do you do that?

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In the world of ecommerce, there are things you have to get right to be successful.

Afterall, you are selling to people and if people don't trust you, they won't buy from you.

This checklist will give your brand a score out of 100 across 10 key areas.

It will highlight areas of strength to double down on and areas of weakness to improve upon.

I would recommend getting 2-3 different people to go through this checklist for your brand and compare scores to find an average.

Let's get into it:

Inspirational Story

Your brand has an inspirational founding story, role model or hero.

____ / 10

Positive Impact

Your brand clearly communicates values, vision, mission for a better future. There is a clear “enemy” or cause you are rallying behind (e.g donate x% of profits).

____ / 10

Selfless Service

Your brand is known for helping authentically and offers things like testing risk-free, fast shipping, customer support, FAQs and explanatory guides.

____ / 10

Reciprocity

You offer free gifts and free round-trip shipping, overdeliver and go the extra mile for your customers. It is frictionless to buy from you.

____ / 10

Authority

Your brand is known from TV and PR, has awards, studies, status and/or is made in your own country.

___ / 10

Social Proof

You have a convincing amount of satisfied customers, testimonials, success stories, review ratings and customer surveys to support your brand.

____ / 10

Identity

A sense of shared identity with your customers. Shared values, worldview and belonging.

___ / 10

Relationships

Your brand is personal, individualised and human. You use things like welcome letters, Facebook groups and whatsapp groups to foster connection.

___ / 10

Congruence

Your brand has consistent, high quality design and colour style. You adhere to brand guidelines and have consistent messaging and aesthetics across the board.

___ / 10

Transparency

Your brand is authentic and honest about ingredients, supply chain, production, sustainability, team, company culture etc.

____ / 10

Now go ahead and add up your total score to find out how you rank:

0 – 69 = You have a lot of work to do..

70 – 79 = There's definitely room for improvement

80 – 89 = Better than most, but tweaks need to be made

90 – 100 = Your brand is outstanding. Great work!

I'm Jared Reason

I'm a digital marketer who scales Shopify brands to 7-figures+

I help founders and direct-to-consumer brands grow their sales and get more customers on Shopify.

Follow me and together, we'll see your Shopify store go to new heights.

