

**1** Identify your Core Customer's expectations.

<p><b>List the qualities that describe your Core Customer.</b></p>	<p><b>What does your Core Customer count on?</b></p>
	<p><b>What does your Core Customer expect?</b></p>
	<p><b>What does your Core Customer find unique about you?</b></p>

**2** Define your leading and supporting Brand Promise(s).

<b>Brand Promise</b> What is the promise?	<b>KPIs</b> How will you measure it?	<b>Evaluate</b> Is it a strong promise?
		<p>YES NO</p> <p><input type="checkbox"/> <input type="checkbox"/> Fit your Core Customer's expectations?</p> <p><input type="checkbox"/> <input type="checkbox"/> Differentiate you from competitors?</p> <p><input type="checkbox"/> <input type="checkbox"/> Backed up by a Brand Promise Guarantee?</p>
		<p>YES NO</p> <p><input type="checkbox"/> <input type="checkbox"/> Fit your Core Customer's expectations?</p> <p><input type="checkbox"/> <input type="checkbox"/> Differentiate you from competitors?</p> <p><input type="checkbox"/> <input type="checkbox"/> Backed up by a Brand Promise Guarantee?</p>
		<p>YES NO</p> <p><input type="checkbox"/> <input type="checkbox"/> Fit your Core Customer's expectations?</p> <p><input type="checkbox"/> <input type="checkbox"/> Differentiate you from competitors?</p> <p><input type="checkbox"/> <input type="checkbox"/> Backed up by a Brand Promise Guarantee?</p>