

- 1 Identify your leading and supporting Brand Promise(s).

What do you promise your customers?

- 2 Identify 3 to 5 keywords your competitors use to communicate their own Brand Promise(s).

Competitor	Industry	Segment	Niche	Words They Own

- 3 Compare your company to your competitors.

Your Company	Your Industry	Your Segment	Your Niche

What 3 to 5 keywords does your brand own? What keywords do you want to own?