

What Does Your *Marketing Promise?*





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For today's exercise, do a brand audit of your website, marketing content, services page, and customer testimonials.

Use the left column to write down any promises you make to your ideal clients. Include both explicit promises (like, "projects last 6 weeks") and implicit (like, "Working with me is a ton of fun.")

Then, use the middle column to explain how you deliver on those promises. Be Honest. Take the time to work through each promise fully. Ask yourself: what business decisions bring this promise to life? How can I be sure I'm fulfilling and/or exceeding the expectation being set? What are the risks of failure or exceptions?

Finally, you have the last column to write down any improvements you need to make
or any changes in marketing materials you should implement.



BRAND PROMISES	DELIVERY	OPPORTUNITIES FOR IMPROVEMENT

BONUS

Write down something new you can do for your ideal clients to surprise and delight them while working with you:

KAYE PUTNAM



**HI, THERE! MY NAME IS KAYE
(LIKE THE LETTER).**

Entrepreneurs hire me to
define their brand strategy.

*But really, I help them see
themselves more clearly.*

Here's what I'm NOT: a designer. The design is just the tip of the iceberg in your brand. It would be a huge disservice to you to only focus there. And I'm definitely NOT a guru. I research, read, hypothesize and test everything psychology-driven branding so you don't have to.

I help entrepreneurs like you build brands that are in demand by uncovering the innate truths that drive you. I'll help you connect with your clients & customers on an emotional, gut level. We'll use a powerful cocktail of intuition, timeless archetypes, and psychology to define your brand's most powerful message.

After working together, you'll feel clear & confident about stepping into your greatest work. Your ideal clients will be attracted to that clarity like a magnet, and will be ready to buy. Are you ready? [Discover](#) how we can work together to transform your brand.

