



## housekeeping

Is your brand reflected across all customer touchpoints? Sales decks? Presentations? Invoices? Email signatures?



## packaging

Is it properly branded? Does it inspire? Do you include a personalized touch or thank you note?



## reviews

Do you encourage them? Where?



## online sales

Shopify, Etsy, both or other? Are you maximizing your sales volume online? How does your product photography look? Are you pricing your products properly?



## brand strategy

Have you chosen your brand colours? Fonts? Stock imagery? What is your brand's personality? Your brand's values? Does everything you put out reflect your ideal image?

## logo

Is your logo high resolution? Do you have a vector logo? Do you have logos that work in various formats – horizontal, vertical?



## digital ads

Are you advertising? Should you be? What channels will give you the best ROI?



## e-newsletters

Are you working on growing a customer database? Are you communicating with your customers on a regular basis?



## social media

Are you on the right channels for your business? Do you post often enough? Do your posts line up with your brand guidelines?



## content

Are you trying out different content formats, like reels? Are you posting enough? Are you getting creative?

## icons

Do you have a custom icon set you're using across your site and socials?



## business cards

Do you have them? Do they capture attention?



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