

1 Identify your Core Customer's expectations.

List the qualities that describe your Core Customer.	What does your Core Customer count on?
	What does your Core Customer expect?
	What does your Core Customer find unique about you?

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

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