

Rule No. 11 —Your brand is your promise.

Every business makes promises—through its words, its actions, and the expectations it sets. But only the best businesses keep them. Your brand is the trust you build over time by delivering the same values, the same quality, and the same experience—over and over again. The moment that promise is broken, customers don't complain—they quietly leave.

Ask Yourself:

Does every customer interaction in our organization, strengthen or weaken trust in that promise?

The Truth Is:

Your brand is not your logo. It's not your color palette. It is the promise you make to your customer every single time they interact with you —and whether or not you kept it. Broken promises don't just lose sales. They lose trust. And trust doesn't come back easily.

Your brand isn't what you say. It's what customers repeat about you.

Action Step:

Review your website, sales material and social media to ensure they all clearly reflect your core promise.

Recommended Reading:

Building Strong Brands, by David A. Aaker

"A brand is a promise to the customer to deliver a specific set of features, benefits, and services consistently." — David Aaker

What this week revealed:

This week I gained clarity on _____

This week I said no to _____

WEEK 6

MONDAY

DATE _____

- _____
- _____
- _____

TUESDAY

DATE _____

- _____
- _____
- _____

WEDNESDAY

DATE _____

- _____
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THURSDAY

DATE _____

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FRIDAY

DATE _____

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- _____

SATURDAY

DATE _____

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- _____

SUNDAY

DATE _____

- _____
- _____

STILL UNFINISHED

- _____

TOP 3 PRIORITIES THIS WEEK

- _____
Why now? _____
- _____
Why now? _____
- _____
Why now? _____

Notes:

THIS WEEK I'LL PROTECT TIME FOR