



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.

The Hard Truth

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

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.

Ask Yourself —

Does every customer interaction in our organization, strengthen or weaken trust in that promise? If our logo and name were stripped away, would our customers still recognize us by how we operate? Where in our business are we overpromising (or underdelivering) on what our brand stands for?

Action Steps —

This Week's Task: Brand promise audit

This week, don't work on your marketing. Work on your promise.

Choose five customer touchpoints and evaluate each one through the eyes of a first-time customer.

Ask yourself one simple question:

"Does this strengthen trust in our brand—or weaken it?"

Review areas such as:

- Your website homepage
- Your Google reviews and responses
- Your social media profiles
- Your sales materials or proposals
- Your phone greeting or first customer interaction
- Your email communications
- Your invoicing and follow-up process
- Your physical location (if applicable)

For each touchpoint, identify:

- One thing that reinforces your brand promise.
- One thing that undermines it.
- One improvement you can implement within the next 30 days.

Finally, bring your leadership team together and complete this sentence:

"When people do business with us, they should always be able to count on us to _____."

If your team can't complete that sentence consistently—or if everyone gives a different answer—you've just uncovered one of the biggest opportunities in your business.

Remember: Every interaction is a promise kept...or a promise broken.

This week, make sure your customers experience the brand you've worked so hard to build.

Your brand isn't what you say it is. It's what your customers experience when no one from your marketing team is in the room. It's how quickly you return a call. It's whether your invoice matches the estimate. It's whether your team treats people the way you claim to.

This Rule matters perhaps more than all of the others, because, in business, once your word stops meaning something, everything else gets harder. It takes years to build a reputation and five minutes to destroy it.

Protect your brand the same way you protect your capital—patiently, carefully, and without shortcuts.

Practice the principles.



Each day, set 2 specific actions that move this week's Rule into practice and help complete the Action Step by week's end.

WEEK 6

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sunday

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