



Rule No. 11—Your brand is your promise.

the **principle:** Your brand is built one customer at a time. Every sale, phone call, delivery, and conversation tells people what they can expect from you. Make a promise you can keep, then keep it.

Top 3 priorities this week

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Do 2 things each day that will move this Rule into practice and help to make it a habit.

monday

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tuesday

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wednesday

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thursday

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friday

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saturday

sunday

Where in our business are we overpromising (or underdelivering) on what our brand stands for?

Week 11: Conduct a 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.

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.