

# Your Business Power

Your Total: \_\_\_\_\_

- 0-5 → Your Brand and your company NEEDS your Attention, you want to empower your IP.
- 6-10 → Your Brand and your company is doing okay, not good though, need to strive to improve your IP.
- 11-15 → Your Brand and your company is fairly good, you're probably making money but your company still needs a to concentrate on your IP.
- 16-20 → Your Brand and your company is Good but there is still room to grow your IP.
- 21-25 → Your Brand and your company is looking GREAT, always continue to innovate, market, and protect your IP.

Always keep working to Build up your Score!

Keep your Ranking Checklist  
Redo each year to see if you have improved!

The Branding Ladder

**Brand Advocacy-** Is the highest possible ranking. It's when a consumer states; "have a coke", "or go Xerox this!"

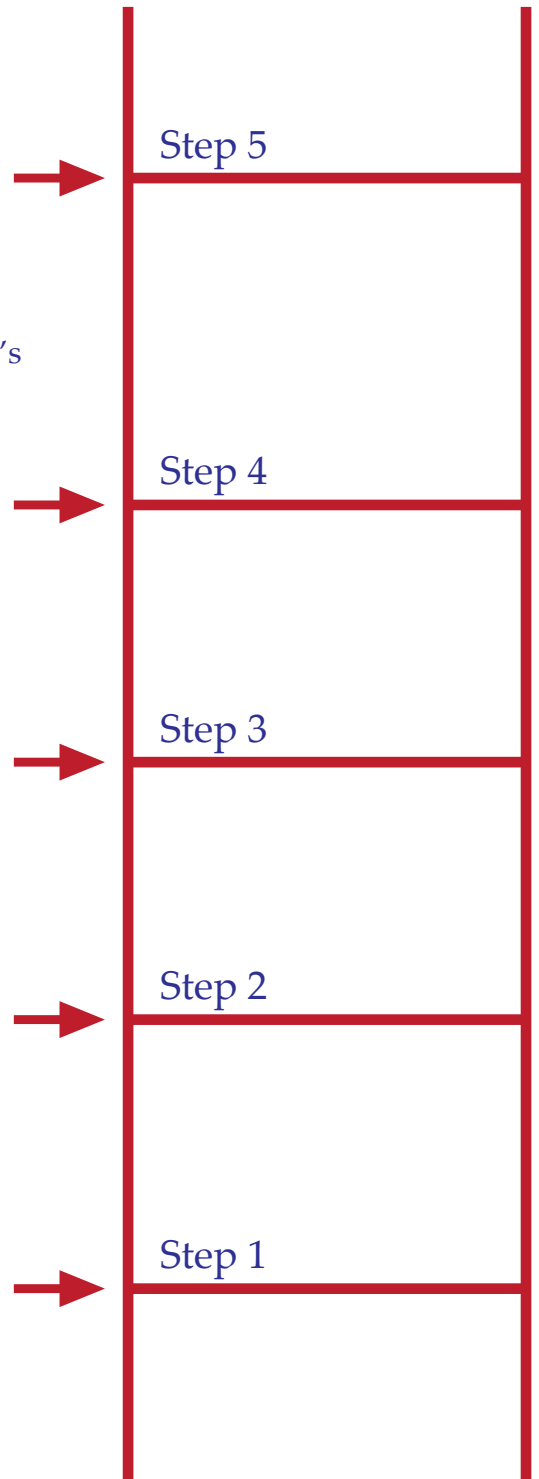
It is always better when people sell you, instead of you selling yourself. When someone is selling your company, you move up the branding ladder quickly. The more well branded you are, the more your company will sell for. No matter what country you live in, what language you speak, how much money you make, everyone knows ONE NAME, COKE! The Coke brand alone is worth \$74 billion! That's not taking into consideration. profits, FF&E, real estate, etc.

**Brand Insistence-** this is when a consumer is insistent on only buying the brand they like, refusing to buy the other brand. Such as; "I refuse to drink Pepsi, I only drink Coke"

**Brand Preference-** this is when consumers prefer one brand over the other. Such as; "She prefers Coke over Pepsi"

**Brand Awareness-** Means that consumers are aware of the business' products/services.

**Brand Absence-** means that the majority of consumers are not aware of the business' products/services. Business that live in brand absence are at risk of going out of business



Proprietary Power Checklist Ranking

**Brand Name and Recognition**  
Where are you on the Branding Ladder?

Step 1	Step 2	Step 3	Step 4	Step 5
1	2	3	4	5

HINT: Go to the Branding Ladder to know where you stand on your Brand Recognition.

**Contracts in Place**  
How Many Contracts/Agreements do you have in Place?

No one	1-50	51-100	500+	1,000+	10,000+
0	1	2	3	4	5

HINT: This would include any Agreements such as, licensing, distribution, MSA, Franchising and client agreements etc.

HINT: Ensure that all of your Contracts are Transferable.

**Trademarks your Logos, Name, Slogans and Domain**  
State or Federal?

No Trademarks	State only	State for All	Federal Only	Federal for All	All Trademarks Owned
0	1	2	3	4	5

HINT: Ensure you follow State, Federal. Otherwise you could be fighting a Trademark Infringement.

**Patents or Patents Pending**  
How Long?

None	1-5	5-10	10-15	15-20	20+
0	1	2	3	4	5

Measured in Years

**Data Bases**  
How many contacts in your Data Base?

No one	50+	100+	1,000+	10,000+	100,000+
0	1	2	3	4	5

HINT: Ensure that your contacts are current and that they are being Neutered on a consistant basis. Ensure that your Database could be used to Retarget and Repurpose.

Total: \_\_\_\_\_