

My Brand - Analyze your image through others¹

1. What is the “Wow” I see from the road? (or from the end of the isle at the farmers’ market)
2. First thing I see as I pull up/walk up...
3. Number of times my logo is visible before entering the store/getting close to the stand:
4. First friendly hello – how quick does this occur? What were employees wearing?
5. Were prices visible and did displays draw attention?
6. How many purchasing ideas (or bundling) before getting to the register?
7. Most memorable part of the visit?
8. Most memorable ‘item for sale’ you noticed?

- There are no “correct” answers, only answers that will make the business owner and staff think about improving their ability to retail products.
- Use to compare the shop to mass merchants and other retailers you see ‘doing it right!’

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Action items to improve the brand on my farm:

1.

2.

3.

INSTRUCTIONS...to complete the previous page's worksheet:

- Pick managers, staff, friends and others. Simply ask them to drive into the business with the intent of truthfully answering the questions. Using a non-frequenting friend/relative will help you see the business through a 'different pair of glasses.'
- Have them complete this once a week the month before your busy season and then on through your busiest times.

Follow up notes:

1. Do a quick interview with the person completing the worksheet.
2. Use this page to write down the three ideas or problems they bring to light.
3. Make changes to your image through staff meetings, allowing staff to give input on the way to correct the perceived problem.
4. Be sure to do this in the off season so you know what people think your business looks like when you are slow/closed.
5. Implement at least one marketing ideas each month based on input.