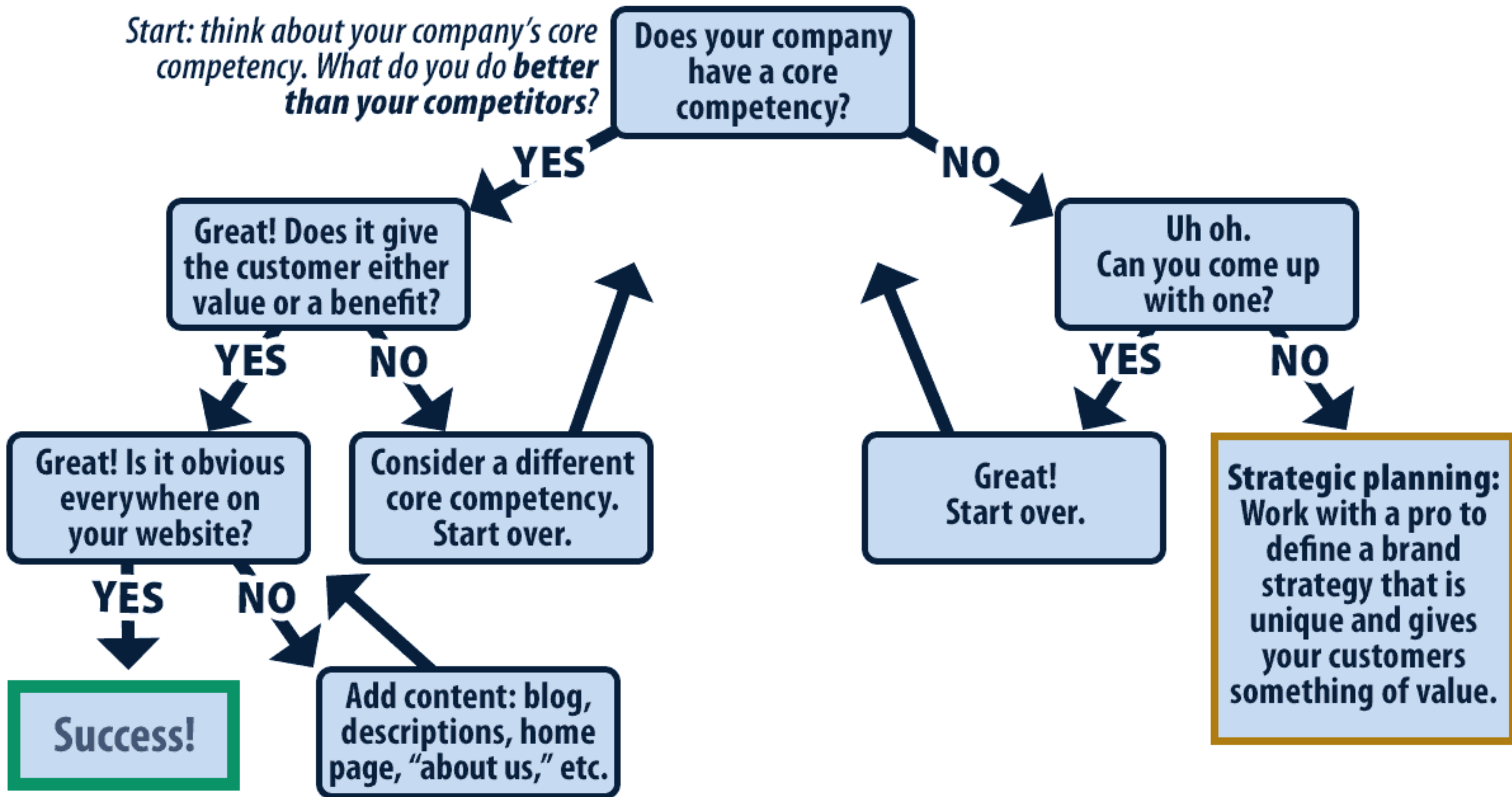Start: think about your company's core competency. What do you do **better than your competitors?**

Does your company have a core competency?

YES → Great! Does it give the customer either value or a benefit?

NO → Uh oh. Can you come up with one?

Great! Does it give the customer either value or a benefit?
- **YES** → Great! Is it obvious everywhere on your website?
- **NO** → Consider a different core competency. Start over.

Great! Is it obvious everywhere on your website?
- **YES** → Success!
- **NO** → Add content: blog, descriptions, home page, "about us," etc.

Uh oh. Can you come up with one?
- **YES** → Great! Start over.
- **NO** → Strategic planning: Work with a pro to define a brand strategy that is unique and gives your customers something of value.

Success!

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