

**Archetype:** \_\_\_\_\_

**Archetype overview:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**S.W.O.T. Analysis**

**What are our (my)...**

**Strengths:** \_\_\_\_\_

**Weaknesses:** \_\_\_\_\_

**Opportunities:** \_\_\_\_\_

**Threats:** \_\_\_\_\_

**Archetype + SWOT =** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Culture statement:** \_\_\_\_\_

**3 C's of your online/offline reputation:**

**Company Culture**, logo, and services offered.

**Customer experience**, word of mouth and social proof.

**Consistency**, keep your branding consistent, both online and offline, trust is built on consistency.