

# Checklists for Improving and Maintaining Your Business Image

## Your Personal Image:

- \_\_\_\_\_ When you meet the public are you always neat and well groomed?
- \_\_\_\_\_ Does your wardrobe project an appropriate personal style?
- \_\_\_\_\_ Do you project an image of physical health and vitality?
- \_\_\_\_\_ Is your personality one of cheerfulness and optimism?
- \_\_\_\_\_ Do you drive a car that fits the business image you wish to project to your desired clientele?
- \_\_\_\_\_ Are you active in community organizations?
- \_\_\_\_\_ Do you regularly upgrade your professional skills through a planned professional development program?
- \_\_\_\_\_ Do you have a project that underscores your image as an expert in your field such as an audio-visual presentation for service clubs?

## The Image Of Your Business

- \_\_\_\_\_ Are you satisfied that your staff members treat your clients as you would in your absence from the business?
- \_\_\_\_\_ Do you have a formal training program for all new staff members?
- \_\_\_\_\_ Do you direct your staff in on-going customer-handling training in such vital areas as telephone strategies?
- \_\_\_\_\_ Is your staff trained to go “the extra mile” in being of service to clients?
- \_\_\_\_\_ Is your staff trained to adjust their sales approaches to the particular personality types of specific clients?
- \_\_\_\_\_ Do you have a policy manual for staff guidance?
- \_\_\_\_\_ Do you hold regularly scheduled staff meetings to bring your staff up to date on policy changes and operations matters?
- \_\_\_\_\_ Are both you and your employees able to project self-confidence when explaining company policy or in dealing with disgruntled clients?
- \_\_\_\_\_ Are both you and your employees nearly always able to satisfy disgruntled clients?

- \_\_\_\_\_ Is your business a member of the local Chamber of Commerce?
- \_\_\_\_\_ Does your business belong to a local art association?
- \_\_\_\_\_ Do you and your staff members regularly attend professional association meetings?
- \_\_\_\_\_ Do you and your staff enter print competitions?
- \_\_\_\_\_ Does your business contribute photography for good causes such as charitable, artistic, and civic fund raising?
- \_\_\_\_\_ Does your business have a yearly public relations plan?
- \_\_\_\_\_ Does your firm regularly send press releases to publicize awards you win in print competitions?
- \_\_\_\_\_ Do you publicize personnel appointments?
- \_\_\_\_\_ Do you publicize new products?
- \_\_\_\_\_ Do you publicize other staff accomplishments?
- \_\_\_\_\_ Do you prepare feature stories about unusual aspects of your business or about special products such as glamour photography, animal photography, or executives on location?
- \_\_\_\_\_ Do you communicate with your clients through a newsletter?
- \_\_\_\_\_ Do you keep a thorough client database so that you can send greetings and appropriate promotions on the occasion of birthdays, anniversaries, etc.?
- \_\_\_\_\_ Do you send holiday greetings to your clients?
- \_\_\_\_\_ Do you follow up your sales with a thank-you card or letter?
- \_\_\_\_\_ Do you provide "little extras" to your clients in the form of appropriate refreshments or a token with the finished order such as a photo key chain, photo note card or portrait calendar?

## **Your Business Facilities**

- \_\_\_\_\_ Is your place of business plainly marked by a professional looking sign?
- \_\_\_\_\_ Is your building properly maintained, freshly painted, and are your grounds and shrubs neatly kept?
- \_\_\_\_\_ Is your interior space well planned so that everything can be kept neatly in place?
- \_\_\_\_\_ Are your public rooms neat at all times?

- \_\_\_\_\_ Are your facilities cleaned once a week?
- \_\_\_\_\_ Are your furnishings coordinated to create a decor that is appropriate for the level of clientele you seek?
- \_\_\_\_\_ Have you visited the facilities of your competition and determined that the overall impression of your business remains competitive?
- \_\_\_\_\_ Is your camera room a pleasing environment for both you and your clients?
- \_\_\_\_\_ Is your work area an efficient and pleasing environment for both you and your employees?
- \_\_\_\_\_ Is your waiting area comfortable for clients?
- \_\_\_\_\_ Is your merchandise arranged to facilitate sales through “suggestive selling” and without conveying a “hard sell” approach?
- \_\_\_\_\_ Are related merchandise items grouped together so that clients can easily find what they are looking for?
- \_\_\_\_\_ Are your wall groupings and other displays properly lighted?
- \_\_\_\_\_ Do you play pleasing background music to enhance the environment of your studio?
- \_\_\_\_\_ If you have a window display, is it changed frequently, and is it appropriate for the season?
- \_\_\_\_\_ Is your window display properly lighted and easily seen from the street?
- \_\_\_\_\_ Are your office hours neatly posted on your building exterior, and are they noted prominently in all promotional material?
- \_\_\_\_\_ Are any off-premises displays neatly maintained, stocked with brochures, and up-to-date for the proper season?

## **Your Promotional Materials**

- \_\_\_\_\_ Does your studio logo readily convey the image of how you want your studio to be perceived?
- \_\_\_\_\_ Are your promotional materials well designed and eye-catching?
- \_\_\_\_\_ Are your promotional materials designed to attract the attention of your ideal customer?
- \_\_\_\_\_ Is your website designed to coordinate with your printed promotional materials?
- \_\_\_\_\_ Is the information appearing on your website always up-to-date?