



Your Sales Message and Brand Touchpoints

From answering the phone to how you address envelopes, even the stamps you choose, matter. In fact, if you were to count each opportunity available to solidify your message and delight your prospects, centers of influence, or clients, you could likely create a list of 100 separate touchpoints. Here is a short list to help you get started.

Touchpoints	Current state	Future state
Visual and Experiential		
Company style (logo, font, imagery, even the art in your office)		
Collateral (paper, proportion, appearance) Promotional products		
Words, Letters, and Presentations		
In-person meetings		
Speeches		
Finalist presentation		
Handouts/Workbooks		
Thank you cards and/or messages		
Proposals/contract		
Sales letters		
Your professional bio		
Social media		
Voicemail message		
Newsletter (content, design, delivery)		
Digital and Social		
Website (particularly your landing page)		
Social media profiles		
LinkedIn profiles and company page		
Social media icons or photos		
Lead generation experience		
White papers and reports		
Blogs (style, title, content)		