



First Impression Checklist

You only get one chance to make a first impression.

Use this tool to perform an evaluation of what your clients experience in their first contact with you.

Not all the questions will apply to every business, so skip the ones that are not appropriate to your situation. Make the most of it by selecting several people who represent your typical customer. Have each take the evaluation and ask them to be brutally honest. Take the evaluation yourself.

When complete, review the answers. Are these the impressions you want to project to showcase your brand? Is this how you intend your clients to feel? Are these accurate to the values you have?

Turn the page. Let the adventure begin.





Locating

- 1** How easy is it to park or reach the location from public transportation?
- Very Moderately easy
 Complicated Challenging
- 2** How do you feel while locating the facility or space?
- Confident Challenged
 Confused Frustrated
- 3** What feelings do you experience as you approach the front door?
- Excitement Anticipation
 Joy Confidence
 Intimidation Disappointment

Arriving

- 4** What do you feel when you enter the location?
- Welcomed Acknowledged
 Like you are an inconvenience
 Lonely
- 5** What is it like to wait in the entry?
- Enjoyable Comfortable
 Boring Awkward
 Disgusting
- 6** How do feel you were greeted?
- Enthusiastically Warmly
 Professionally Memorably
 Coolly Reluctantly
- 7** What are your feelings about the décor?
- Stylish Trendy
 Warm Elegant
 Conventional Boring
 Shabby



Interacting

8 What impressions do you have of the salesperson or person you are meeting at the introduction or greeting?

- Warm/friendly
- Charismatic
- Unkempt
- Professional
- Interesting
- Hostile

9 How do you think the person with whom you interact is dressed?

- Stylishly
- Too casually
- Carelessly
- In a way that makes you uncomfortable
- Appropriately
- Too formally
- Inappropriately

Imprinting

10 What is your impression of the personality of the business based on your experience so far?

- Inspiring
- Passionate
- Professional
- Rugged
- Robotic
- Enthusiastic
- Friendly
- Standard
- Creative
- Hostile

The First Impression Checklist can be an eye-opener to missed opportunities and an inspiration to take a closer look at ways to protect and build your brand image. Sign up for the free newsletter, *ALLEnews*, for more no-nonsense advice on enhancing your brand.

ALLE branding | marketing | design is a catalyst to help companies expose and communicate their brand value.



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