

WEEK 2



BUFF UP YOUR BRAND

IMPROVE YOUR BRAND IMAGE

This week's "workout" is designed to help you improve your brand image by doing small things that will make a big difference for your brand's audience.

WEEKLY EXERCISE

Complete this list of tasks below around your operation.

QUALIFIERS

To verify you completed this week's challenge, please complete one of the following:

- Update your voicemail message.
- Update your website with current info and send a screen shot or list of changes – sale dates, contact info, photos, etc.
- Update/create your social platforms and send a screen shot or list of changes – biography, website link, contact info, photos, etc.
- Spruce up the ranch and send a before/after picture or video – pick up trash, mow, paint fences, clean up the office or area where customers will visit, etc.

**Send all screenshots/photos to outreach@hereford.org

EXTRAS

Looking for an extra challenge? Update digital content with a new design, incorporate professional photography, or revamp your logo!

Week 1 | Sept. 3-8

Get Inspired

Kick off the challenge by identifying your True North

Week 3 | Sept. 16-22

Flexing Our Muscles

Band together to promote the Hereford breed

Week 4 | Sept. 23-29

Beef Up the Brand

Promote the Certified Hereford Beef® brand in your local area

Week 5 | Sept. 30-Oct. 6

Build Your Endurance

Customer service is the best way to ensure long-term success

Week 6 | Sept. 7-13

Share Your Success

Tell your story and shed transparency on the beef industry through videos and photos

Week 7 | Sept. 14-20

Sustain Your Progress

Create a long-term plan to maintain your new habits

Week 8 | Oct. 21

Open Gym

Stretch your limits and play to your strengths

