



# Name-tail™

1. Print out a copy and fill in this worksheet by hand ... *or*
2. Type in the worksheet below and save a copy on your computer, *not to this read-only CD-ROM.*

## Can you use Name-tailing to create awareness and sales?

**Are you currently Name-tailing?** (*Selling* attractive, practical promo items emblazoned with your business name or logo or giving them away as rewards or incentives)

Yes  No Why not?

**If you had attractive promo items available, would your customers wear/use them?**

Yes (How many? \_\_\_\_\_)  No Why not?

**Do you have an attractive logo or visually appealing means to display your business name?**

Yes What is it? \_\_\_\_\_

No What should it look like? (*get help from a graphic designer*)

**Check the promo items(s) best suited to Name-tailing for your business. Circle the items your current customers would be willing to pay for and proudly use/display?**

<input type="checkbox"/>	T-Shirts	<input type="checkbox"/>	Tank Top	<input type="checkbox"/>	Sweatshirt
<input type="checkbox"/>	Vest	<input type="checkbox"/>	Cap/Hat	<input type="checkbox"/>	Golf Shirt
<input type="checkbox"/>	Jacket	<input type="checkbox"/>	Coffee Cup/Mug	<input type="checkbox"/>	Towels
<input type="checkbox"/>	Car Sun Visors	<input type="checkbox"/>	Carryall Bag	<input type="checkbox"/>	Gift Boxes
<input type="checkbox"/>	Shopping Bags	<input type="checkbox"/>	Lunch Box	<input type="checkbox"/>	Other

**Select your Company colors that work best with the promo item(s) you selected?**

<input type="checkbox"/>	Black	<input type="checkbox"/>	White	<input type="checkbox"/>	Red	<input type="checkbox"/>	Green
<input type="checkbox"/>	Gray	<input type="checkbox"/>	Ivory	<input type="checkbox"/>	Orange	<input type="checkbox"/>	Pink
<input type="checkbox"/>	Blue	<input type="checkbox"/>	Purple	<input type="checkbox"/>	Yellow	<input type="checkbox"/>	Other _____
<input type="checkbox"/>	Teal	<input type="checkbox"/>	Burgundy	<input type="checkbox"/>	Brown	<input type="checkbox"/>	Other _____

**Do you have a simple inventory control system in place?**  Yes  No

Do you need one?  Yes  No

**How often should your business change its Name-tailing promo items(s)?**

Monthly

Seasonally

Yearly

Never

Now, it's time for the next step in the simple *DARE Process* – **REVITALIZE**.