

Is your brand approachable?

Inclusive, open, welcoming, responsive, supportive, warm, down-to-earth, conversational, smiling, relatable.

You're honest and open. You try harder to get things right, you don't hide behind pompous, over-formal language. You connect with people in a human way and are inclusive and warm. People tell their friends about the support they received when dealing with your business. You're quick to respond, and you actually make things happen. You're in touch and relevant. **Your brand is approachable.**