

The Experience Map — before, during, after

Brand Creation Brief §10, pulled out to stand alone. **Time:** an afternoon

The brand isn't the logo or the copy. It's what it actually feels like to deal with you. Every touchpoint either adds to the promised feeling or leaks against it. This sheet finds the leaks and plants one signature detail per stage.

Write your emotional promise at the top, because everything here gets graded against it:

After dealing with us, people should feel _____ — and never _____.

Step 1 — List the touchpoints

Every real moment of contact, in order. Include the unglamorous ones: the voicemail greeting, the invoice, the confirmation email, the second follow-up, the parking situation, the silence after the job ends.

Before (*they've found you; they haven't paid you*)

Touchpoint	Adds / Leaks	Why

During (*they're paying you; the work is happening*)

Touchpoint	Adds / Leaks	Why

Touchpoint	Adds / Leaks	Why

After (*the work is done*)

Touchpoint	Adds / Leaks	Why

Most brands are strongest **before** and silent **after**. If your after section is the shortest one on this page, you've found the cheapest improvement available to you.

Step 2 — One signature detail per stage

Not three. One — memorable, repeatable, and unmistakably yours.

Stage	The signature detail	What it proves about the promise
Before		
During		
After		

Step 3 — The worst-week test

The whole value of a signature detail is that it happens **every time**. A thing that only happens when you're rested and ahead of schedule isn't part of the brand; it's a good mood.

For each detail, answer honestly:

Detail	Survives a bad week?	What would have to be true
Before		
During		
After		

If one doesn't survive, make it smaller until it does. A small thing done every time beats a big thing done once — and beats a big thing done inconsistently by a wide margin, because inconsistency reads as *unreliable*, which is worse than plain.

Step 4 — Find the contradiction

Go back through every touchpoint marked **Leaks**. Circle the single worst one — the one that most directly contradicts the promise at the top of this page.

The contradiction: _____

What I'm changing about it: _____

One contradiction undoes several confirmations. Fix that one before you add anything new.

. . .

Kill-or-keep date: _____

On that date, walk your own before / during / after as a customer would — not from memory, actually walk it. Mark whether all three signature details happened. If one didn't, it was never repeatable; replace it with a smaller one.