

## Brand Basics Worksheet

Your brand is the IDENTITY of your business. That identity should evoke a positive emotional response in your ideal customer.

Your brand will continually evolve, as your business grows and as you interact with your target market and learn more about their needs and wants. Use the questions below to start defining your brand now... and then plan to return to them every few months.

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### How does your organization's brand reflect your personal brand?

Why did you start your business?

What do you want to achieve through your business?

What personal values make you who you are? How do those values come through in your organization's brand?

What do people notice about your personality? How do those characteristics come through in your organization's brand?

What makes you trustworthy?

What kind of relationship do you want with your ideal customer?

What kind of problem-solver do you want to be for your ideal customer? (Examples of problem-solver types include teacher, guide, expert, magician, doctor, troubleshooter, sage, technician, fixer, and mentor.)

How do you want your customer to feel when they think about you?

How do you want your customer to view your brand compared with competitors?

What will differentiate you from the competition? (Hint: price is seldom a smart way to try to differentiate your brand. Consider what's special about the VALUE you deliver.)

Where do you find brand inspiration?

What brands do you admire? Why?

How might you bring out those qualities in your brand?