Brand Building Worksheet

WHY NOW?

What are you trying to achieve with this project?

❑ Launch new business ❑ Refresh Existing Branding ❑ Other _____

ABOUT YOU

Why did you choose your company name? What does it mean?

Is there a meaning behind your logo or colors?

Brief company history and milestones

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START WITH YOUR CUSTOMER

Who is your ideal customer?

While lots of people may buy from you, what types of individuals and companies do you really enjoy working with? Who are most likely to buy form you? Perhaps it is a particular industry, a type of business or a demographic segment of the population.

Write a description of your ideal customer. (You will sell to other people, but selecting a segment gives you way to focus your messages so you are more relevant to the types of companies you want to attract.)

The more complete picture you can draw the easier it will be to think about your customer's pain points

❑ Consumer ❑ Business ❑ Both

Consumer:

Age	
Gender	
Income	
Lifestyle	
Geographic Area	
Benefits Sought	

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Business:

Size of Company	
Industry / Business Sectors	
Age or Business Phase	
Geographic Area	
Business Objective	
Benefits Sought	

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Position and Personality

Positioning is about creating an impression of your company in the mind your customer. To be effective, this impression must demonstrate that you can solve their problem in a way that is unique when compared to your competitors.

What services do you provide? (How would you explain your business to a 10 year old?)

_____

_____

_____

What makes you uniquely qualified to solve their problem?

_____

_____

_____

Why do customers buy from you?

_____

_____

_____

Who are your competitors?

_____

_____

_____

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Personality

What words or phrase would people use to describe your brand?

Circle the ones which apply, cross out the ones which don't and add others to the list.

Adventurous
Altruistic
Authentic
Authoritative
Bold
Calm
Clever
Collaborative
Conservative
Cooperative
Creative
Critical
Current
Dependable
Dynamic
Edgy
Energetic
Feminine
Flexible
Friendly
Funny
Hospitable
Humorous
Innovative
Intellectual
Masculine
Mature
Modern
Mysterious
Playful
Professional
Quirky
Quiet
Rational
Rebellious
Reliable
Savvy
Secure
Serious
Smart
Tough
Traditional
Warm

What other words?

_____

_____

_____

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Visual Appeal

Colors

What colors appeal to you?

_____

_____

_____

What colors would you like to avoid?

_____

_____

_____

Symbols, Icons and Graphics

Are there any symbols, icons or images associated with your product or industry?

_____

_____

_____

Are there any images you would not want associated with your business?

_____

_____

_____