

# BRAND WORKSHEET

grow your business, creatively!



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**"A BRAND BECOMES STRONGER WHEN YOU NARROW THE FOCUS."** Answer the following questions to begin building your brand.

## YOUR COMPANY

Why was your company created? \_\_\_\_\_

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Is your company name, logo and tagline descriptive and distinctive? Can it be improved? \_\_\_\_\_

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Can the brand name be pronounced and spelled easily? \_\_\_\_\_

Is the brand approachable, trustworthy and memorable? If not, what can you do to ensure that it is? \_\_\_\_\_

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If you could communicate a single message about your company, what would it be? \_\_\_\_\_

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Does the message connect with your target audience? \_\_\_\_\_

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What promises does your company make during the sales process? \_\_\_\_\_

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What process can you use to determine if the customers believe you are delivering on our promises? \_\_\_\_\_

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What research have you done to better understand the needs of your target audience? \_\_\_\_\_

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Do you have customers you can talk with and survey? \_\_\_\_\_

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Where will the business be in five years? In ten years? \_\_\_\_\_

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## YOUR COMPETITION

How are your competitors positioning their brands? What is their marketing message? \_\_\_\_\_

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Does the competition deliver on their marketing promises? \_\_\_\_\_

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Is there a competitor that you admire most? If so, why? \_\_\_\_\_

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What advantages (strengths) and disadvantages (weaknesses) does your competition have? \_\_\_\_\_

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## YOUR MARKET

What are the benefits of choosing your product or service? How is it benefiting the customer? \_\_\_\_\_

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What advantages does your product or service have over your competitors, and how does it benefit the customer? \_\_\_\_\_

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How can you market that advantage in your brand? \_\_\_\_\_

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Is there a niche market that would benefit from your product or service? \_\_\_\_\_

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