



Use this worksheet to jumpstart your branding project. Once you can answer these questions clearly, it will be easier to determine the look, feel, and personality of your brand in print, online, and in person.

YOUR PRODUCT OR SERVICE

In one sentence, how would you describe your service or product?

What industry does your product or service serve?

What special expertise do you bring to your industry?

Who is talking about your business? What are they saying?

Who *should* be talking about your business? What *should* they be saying?

Who do you want to reach? Where are they located?

What do you want people to know about your business?

Who are your biggest competitors?

What sets you apart from your competitors?



VISION AND PURPOSE

What problem(s) do you see in the world, or in your industry?

What role do you or your company play in fixing that problem?

VALUES

What are some of your professional and guiding principles? For which traits should your business be known? (Some choices are provided below, but feel free to add your own.)

Adventurous	Direct	Humble	Professional
Affordable	Down-To-Earth	Imaginative	Recognizable
Aggressive	Dynamic	Impressive	Reliable
Agreeable	Elegant	Inspiring	Sensitive
Ambitious	Encouraging	Intelligent	Sincere
Available	Energetic	Kind	Successful
Best	Enthusiastic	Knowledgeable	Special
Big	Exciting	Leading	Strong
Bright	Expensive	Loyal	Talented
Brave	Faithful	Major	Thoughtful
Certain	Familiar	Modern	Thrifty
Compassionate	Fearless	Optimistic	Tough
Competent	Flexible	Passionate	Trustworthy
Competitive	Formal	Perceptive	Up-To-Date
Confidential	Friendly	Personal	Virtuous
Cooperative	Fun	Pleasing	Visionary
Creative	Generous	Popular	Warm
Determined	Hardworking	Powerful	Weird
Different	Helpful	Practical	Welcoming
Diligent	Hip	Premium	Wise

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GOALS

What do you want to accomplish in the next year?

What do you want to accomplish in two years?

What do you want to accomplish in five years?

What steps can you take today to reflect where you want to be?

REFINING YOUR BRAND PERSONALITY

If your brand could hire any celebrity spokesperson, who would it be? What would hiring this person say about your brand?

If your brand were an animal, what would it be? Why would you choose that animal?

What is your brand's theme song? Why?

What are five brands you admire and why? What do you have in common with these brands?

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CRAFTING A BRAND STATEMENT

Using your previous answers, describe your brand in a few sentences.

PUTTING IT ALL TOGETHER

Does your current brand (your look, your feel, what people are saying) match the desires you have for your company? What is different? What needs to change?

Is your brand consistently presented across the market? Consider your logo, your website, social media accounts, print materials, and in-person representation. What needs to change?

What are three things you can do in the near future to refine your brand? How can you accomplish these things?

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