



WORKSHEET

Defining Your Brand

This worksheet is a perfect way to better understand your brand. Use it as a starting off point if you're interested in branding or re-branding your new or existing business/side hustle, and if you plan on hiring a designer you can even send them your filled out worksheet so they have a better understanding of how you see your brand.

Let's Get Started

Take your time filling out this worksheet, and remember to try and answer as thoughtfully as you can.

WHAT PRODUCT OR SERVICE DO YOU OFFER?

(Describe in detail, what you do, what kind of business you have, etc.)

WHAT IS THE PURPOSE OF YOUR BRAND?

Be descriptive.

DEFINE YOUR BRAND IN THREE WORDS

If you were to describe your brand to a complete stranger in three words, what would they be?

WHO IS YOUR TARGET AUDIENCE?

Who do you want your brand to appeal to? Are you currently appealing to them? If your answer is 'no', why do you think that is?

NAME THREE BRANDS YOU ADMIRE AND WHY

What are the reasons you admire them? Are they in a similar field?

WHAT ARE YOUR SHORT TERMS GOALS FOR YOUR BRAND?

Describe your short term goals (1-5 years) you have for your brand below.

WHAT ARE YOUR LONG TERM GOALS FOR YOUR BRAND?

Describe your long term goals (5-10 years) you have for your brand below.

HOW DO YOU PLAN ON ACHIEVING YOUR SHORT/LONG TERM GOALS?

Do you have a concrete plan?

WHAT IS YOUR MISSION STATEMENT?

Remember, this statement should reflect your niche and incorporate your brand's voice in a concise way that gets the point across easily.

A large, empty rectangular box with a light beige background, intended for writing a mission statement.

