



*This worksheet is to get you started on thinking thru your brand and the messaging to your customers.*

### **Step 1: Extract**

You cannot build your brand until you understand what is:

- authentic to your organization
- differentiating from your competitors
- compelling to your target audience

**I: Your Organization – document your organization’s brand below:**

1) Vision: (The highest-level description of where you see your business going.)

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2) Purpose: (Your Company’s role in turning that vision into reality.)

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3) Values: (The operating principles that you and all employees commit to.)

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4) Mission: (A statement to your customers, partners, supplier, etc. that states your values, while blending in your purpose and vision.)

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5) Brand Attributes

<b>Rational (For example: reliable, secure or scalable)</b>	<b>Emotional (For example: innovative, unique or customer-centered)</b>



**II: Your Competitors**

1) What's the same about you and your competitors?

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2) What separates you from your competitors?

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**III: Your Target Audience**

There are two types of information you must know about your target audience: demographics and psychographics.

Demographics are consumer statistics regarding socioeconomic factors such as age, income, sex, occupation, and education. Psychographic data are any attributes relating to personality, values, attitudes, interests, or lifestyles.

1) Demographics: (Age, Location, Gender, Ethnicity, Income level, Marital Status, Occupation, Education level, Etc.)

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2) Psychographics: (What do they read? What websites do they visit? What do they do in their free time? Interests/Hobbies)

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#### **IV: Your Brand Statement:**

Your brand statement should include what you offer, for whom and what makes you different. So take all the intel collected above and let that guide you.

Example: "Dedication to the highest quality of customer service delivered with a sense of warmth, friendliness, individual pride, and company Spirit."

Document your brand statement:

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### **Step 2: Express your Brand**

You must be consistent with your target audience. Keep in mind the four rules of effective communications:

- Give value
- Start a conversation, don't talk at them, talk to them!
- Keep it going, engage them, get feedback
- Be memorable, humorous, or insightful; entertain or educate them!

1) List your physical communications tools: (direct mail, seminars, online presentations, media/magazines, white papers, case studies, etc.)

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2) List your virtual communications tools: (email, social media groups/communities, maintaining a blog, write articles, etc.)

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3) Identify your content themes: (The messages that your company wants to own. Thought leadership areas. Key messages about what you believe.)

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### Step 3: Exude your Brand

You must align all elements of your brand environment to reinforce your brand message.

#### I: Your Brand Identity

You must take the essence of your business and put it into physical characteristics

1) What's your brand color(s)?

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2) What's your standard font(s)?

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3) What's your standard imagery?

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4) What's your standard logo and how should it be used?

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5) What's your tagline?

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6) What are your standard textures?

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From this, you can develop a standard style guide that must be used by all internal and external professionals to ensure consistent branding and messaging.



## II: Applying your Brand

1) Location: (How do you represent your brand in your business environment?)

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2) Products and Services: (What does your product/service say about your brand?)

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3) Website: (How do you represent your branding on your website?)

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4) Advertising: (How do plan to measure your customer's experience?)

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5) Articles/Blogs: (Are you being read? Do you get feedback?)

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6) Other Items:

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