



# Build Your Brand WORKSHEET

Grab a hot tea or glass of wine and put on your favorite pair of sweatpants—*this is the fun stuff.*



Describe your brand in (3) words:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What are your business goals in the next 1-5 years?

**CONSIDER:** growing a specific audience, selling a particular product or service, gaining brand

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## Consider the Competition

What do you do/offer differently? What makes you *you*?

**CONSIDER:** unique perspective or story, expertise, price/value, style, service process

1. \_\_\_\_\_
2. \_\_\_\_\_

How do you want people to describe your business when you aren't in the room?

## Brand & Logo Audit Checklist

- Brand looks consistent and recognizable across website, social media, in-person, and printed materials
- Logo is legible in all sizes and platforms from social media to printed merchandise
- Logo can be scaled to any size
- Logo can not easily be applied to a competitor's business—it is purposeful and unique to you
- Brand colors look the same wherever customers are finding you
- It's easy to contact your business from anywhere customers find you
- Materials for your business can be created quickly and easily because you know what your brand looks & feels like
- You have a bank of quality images that show off what you do and can be used repeatedly on website and social media

Describe your ideal customer.

What do they value? What problems do they need help solving? What do they spend money on? Where do they spend time online?

Pick (2) social media platforms to focus on. *Just two!*

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|------------------------------------|----------------------------------|--|
| <input type="checkbox"/> Facebook  | <input type="checkbox"/> TikTok  | <input type="checkbox"/> Pinterest                               |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Youtube | <input type="checkbox"/> E-mail Newsletters (MailChimp or other) |

## 10-minute social study: what's working?

Review old posts from your social media. Take a look at ones with the most engagement (comments, saves) and likes. What kind of content is it? Why do you think it did well?

**Brainstorm a takeaway piece.** Something small, unique, useful, or memorable that contains your brand and contact info.