Super-simple brand basics worksheet

What is unique about my business? What sets us apart? (Brand Differentiation)

Why does my business do what it does? What is the passion?

What problem(s) is my business solving?

What are my business's core values?

Pick three or four adjectives that best define you. What's your brand's personality?

Describe your perfect customer - (Interests, passions, needs, personalities.)

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