

WHO DO YOU THINK YOU ARE?



WHO ARE YOU?

What is your company name & positioning statement/motto/tagline? What was the reasoning behind the name of your business? If there is a unique story connected, include the details.

What is the company's MISSION (why your company exists) and VISION (what your company wishes to achieve or accomplish)? **This will help define your brand's core values.*

Describe your area of specialty. **Provide as many details as possible. (eg: services you provide, history of industry, general perception of your industry, the processes involved in the services you offer, and so on.)*

How would you like the company to be perceived by others?



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WHO ARE YOU SELLING TO?

What is your primary target market. Who are your key customers?

Be detailed. (eg: age range, sex, education, occupation, income, lifestyle and purchasing habits).

What keywords would best describe your business?

(eg: fun, authentic, savvy, approachable, relatable, trustworthy, vibrant, artistic, etc)

Who are your competitors?



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WHAT MAKES YOU UNIQUE?

What is your competitive advantage, or unique qualities that set you apart from your competitors?

What hidden desires or feelings do you want to invoke in your customers?
(eg: do you want to make them laugh, feel empowered, be excited, feel cool, sad, happy etc)

YOU ROCK!

Taking the time to work through the questions on this worksheet means you are serious about making your business a success!

Does your visual brand reflect what you have outlined above?

Share this form with me so we can review together and discuss your brand in more detail!

SEND FORM



jwedholmdesign.ca | CREATING BRANDS THAT SHINE

info@jwedholmdesign.ca | 587-224-0875