



UNIQUELY BRANDED

Brand Discovery Worksheet

Hello!

The purpose of this document is to explore your brand more in-depth and to gain clarity and understanding in order to better serve you creatively.

We'll take a look at your brand's personality, values and mission as well as take a peek into your customers and competitors.

Feel free to refer back to this document at any time for your own personal branding needs or questions!

Step 1: Who are you and what do you do?

When I was getting my Photojournalism degree and I had to conduct interviews for stories we always opened with the question... “who are you and what do you do?” Turns out that question can be applied to a myriad of things! So...

Who are you?

What do you do?

How do you do it?

Who do you serve?

Step 2 - Vision & Mission

Vision: the ideas that help guide a brand's future.

What's yours?

Nike's vision is "To bring inspiration and innovation to every athlete in the world."

Mission: a definition that helps guide a brand's current objectives.

What's yours?

Apple's mission is "to bring the best personal computing products and support to students, educators, designers, scientists, engineers, businesspersons and consumers in over 140 countries around the world."

Step 3 - Values

Name some values that matter to your organization. What guides it? What does it stand for?

Step 4 - Personality

Knowing your values and mission help formulate your brand's personality. What are adjectives that describe your brand?

Step 5 - (mini) Competitive Analysis

Who are some of your direct competitors?

What products do they offer?

How do they market their products/services?

What are their strengths?

What are their weaknesses?

Compare your pricing to theirs.

Compare your perks/features to theirs.

The goal is to see how your business can capitalize on their weaknesses and how to make sure you stand out from what your competitors are doing! Competitive analysis allows you to see any gaps in your market and how your business can fill them.

Step 6 - Customer Profile

Name some traits of your customers.

Age?

Gender?

Where are they located?

Yearly Income?

What do they like to watch?

What do they like to listen to?

What do they spend disposable income on?

What do they do for a living?

Who/what are they influenced by?

What does their family situation look like?

What do they struggle with?

Step 7: Homework

Brand Press Release

Scene: Your brand is the newest, hottest thing coming out! We need to alert the media, CNN, TSR, the White House, everybody about YOUR brand!

Write an amazing press release announcing the arrival of your brand. Talk about it's features, why it's important, how people can contact you, and make it sound fabulous! The more amazing it sounds the more likely it is to be picked up by the media.