



Brand core

When consumers relate to and align with a brand, they are likely to form an emotional connection with that brand. Things like price, convenience, and even need, become less of a priority. Use this worksheet to help craft powerful brand messaging and attract your ideal customers.

First, describe your brand in 3 words:

Vision & Mission



What is your Vision? What do you hope to achieve in the future? This probably summarises your purpose.

What is your Mission? What is your business doing right now? Defining your 'why' and 'how' first will help.

Values



List all of your personal and professional values. Also list your audience's values, and any descriptive words to help you brainstorm. Then shortlist 3-5 by circling your favourite.

Brand purpose



Many businesses communicate to their target audience starting from the outside of the circle, with their 'what', and working their way in. However, starting from the center with your 'why' is what will help you stand out from your peers.

What

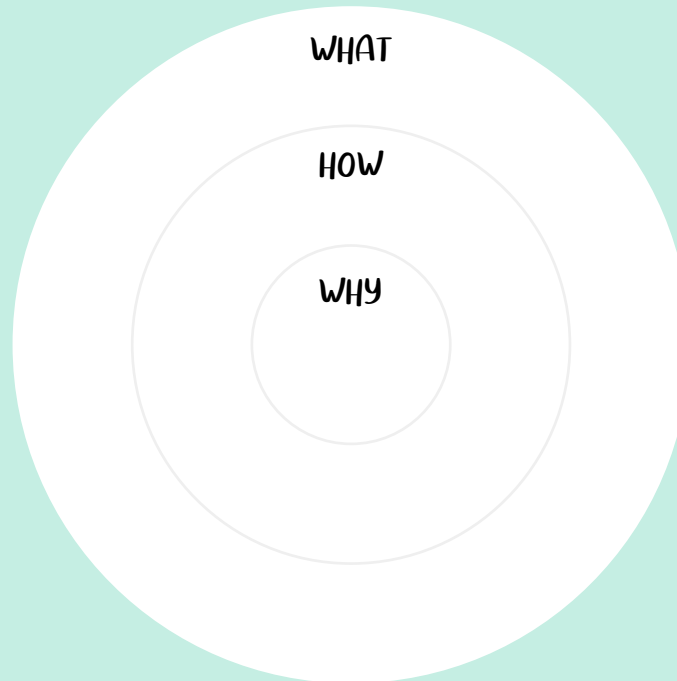
List all your products you sell, services you offer and jobs you perform.

How

List all your values, actions and guiding principles that make you stand out from your peers. Your how is ultimately your value proposition or unique selling proposition (USP).

Why

Define what your brand stands for. What's your purpose, cause or belief?



Key messages



Now review your 'why', 'what' and 'how', and develop your key messages. Remember, working from the inside of the circle out will help you identify your USP and point of difference to your peers.

