

Branding Worksheet

Your desire to stand out in your market is within reach and branding is the essential first step to digital marketing success.

Complete the exercise below on paper or scan the QR code below to download a digital worksheet.

A - What are your **brand values**? *(List at least three)*

B - What do I **want people to say** about my company when I'm not in the room?

C - If my brand were a **personality**, how would I describe it?

D - How do I **visually** convey my brand personality? *(Logo, font, colors?)*

E - What is my **tone of voice**? *(Chatty, playful, polished, authoritative?)*

F- Who is my **ideal customer**? *(Define your audience in detail)*

G - If my brand were a **celebrity**, who would it be and why?

Use these answers to refine your branding and ensure every **marketing message is aligned** with your brand identity.