



Branding Worksheet

MISSION STATEMENT

What does your business do?

Describe what your business does to help others.

MISSION STATEMENT

Why does your business do what it does?

Describe the emotional, tangible benefits
your business creates for others.

MISSION STATEMENT

Who is your business for?

Describe the individuals or organisations
that your business serves. Pick the top 3.

MISSION STATEMENT

How does your business do what it does?

Describe the methods and mediums used by your business to make sales or generate leads.

Value Proposition

What problem/s does your business solve?

Points of Difference

What do you do differently or better
than your competitors?

CORE VALUE

1. What are 5 – 15 values that your business represents?

e.g. sustainability, eco-friendly, local, adventurous,
empowerment, self-care, creativity, affordability etc

CORE VALUE

**2. Write down 5-15 words
that describe the lifestyle
you would like to project**

e.g. boho, coastal, laid back, healthy, active etc

CORE VALUE

3. What are the feelings you would wish to evoke from someone interacting with your business

e.g. fresh, positivity, friendly, homely, adventurous,
glamorous, minimalist, powerful.

CORE VALUE

What the brand is not

What words or descriptions do you wish to disassociate with your business? e.g. Cheap, Low quality, [Irrelevant business or industry words]

Positioning Statement

We help _____

Who: Individuals / Organisations

to _____

What do you do to help others?

by _____

How you help others

that _____

Why: Emotional impact you create