

# RACHAEL TYRELL

## BRANDING WORKSHEET 1

Branding is what makes your business memorable and unique. It's imperative to uncover as much as possible about your business, target audience, vision and everything else about your brand. This is the same worksheet I use for clients.

1. Please write down the name of your business and share a few words about its history.

2. Where do you need to present and use your logo? Examples: Facebook banner, Twitter header, print materials, media kit, etc.

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## BRANDING WORKSHEET 2

3. Who are the clients that will use your business, product, and/or service? What is their age demographic, where are they from, what do they like/dislike? Are they new or existing customers?

4. What emotions do you want to convey with your brand? Be as silly as you need to be here, this is what brainstorming is all about!

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## BRANDING WORKSHEET 3

5. Have you checked out the websites of competitors? Please list them. What draws you to their content and where do you lose interest?

6. Finally, visualize yourself as a potential customer. What do you want your future client to DO once they find your site? Should they sign up for a newsletter? Contact you directly? Easily view your menu of services? Etc.