

# Building a Brand Identity Worksheet

Defining Your Brand	
Our unique value proposition is...	
Our target audience is...	
Our core values and <a href="#">mission statement</a> are...	
Our employer brand is...	
Brand Identity Questions	
Who is your <a href="#">ideal buyer</a> ?	
What problems do you solve?	
Who is your competition? How are you different from them?	
What characteristics define your brand personality?	
How do you make your customers feel?	
Why should buyers trust you?	
What words would you use to describe your current brand identity?	1.                      4.                      7. 2.                      5.                      8. 3.                      6.                      9.
How do you want your <i>customers</i> to describe your brand?	1.                      3. 2.                      4.
How does <a href="#">your logo</a> represent your brand?	
How does your style communicate your identity?	

## Brand Identity Exercise Checklist

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Run audit of current brand identity | <input type="checkbox"/> Simplify current brand identity    | Measure customer experience:  |
| <input type="checkbox"/> Research other brands you like      | <input type="checkbox"/> Perception test via A/B test, etc. | <input type="checkbox"/> <a href="#">NPS</a> <input type="checkbox"/> Satisfaction <input type="checkbox"/> Churn |