

Brand Identity Worksheet

With Action Items and Free Marketing Tips

How would you want your customer to describe your businesses reputation in 3 words
(Consider using adjectives)

1. X
2. X
3. X

Use 4 words or more to describe what type of experience you want your customer to have
(Consider using active words)

1. X
2. X
3. X
4. X

These 7 words or phrases should be the **type of experience** your website, social media, employees, advertisements, services, products provide. This is called your **brand identity**

- It separates you from your competitors and creates a unique experience for your customer
- It should tell you why your company matters

Here is another set of questions to answer that can help you **distinguish** your business.

1. What are your marketing goals and company values?
2. How are you different from your competitors
3. Who is your target audience and what do they care about?

1. Now how are you resonating with them?

Recommended Document Creation: Audience Persona

- Unpacks your audience and describes different personas
- The more specific you get the better your messaging and brand will be

- Write these out for separate personas if your audience falls into different categories

Who makes up your audience?

How old are they?

What type of job do they have?

What type of experience do they want?

Do they have time when looking for our service or are they in a rush?

What matters most to them?

[Continue these questions...]

Tip: audience development is especially important for social media

- targeting specific customers and connecting with them locally or nationally
- paid social media advertising
- spending an hour a day to find and interact with social accounts that fit your specific audience description, and utilizing influencers can reach a specific audience
- [I offer classes and 1 on 1s that dive deeper into these concepts, send me an [email](#)]

[Brand identity, audience development, paid social advertising, and using influencers are examples of what I can guide you through in a 1 on 1]

Second Recommended Document Creation: Brand Message

- Tie these three focuses above together-
 - Your brand identity (the 6 questions I asked above)
 - Your marketing goals and values
 - Your audience and how your branding will resonate with them

Action examples after establishing brand documents

- Social media posts and advertisements should have messaging that mirrors this!!
- Send an email survey to your customers asking what you can improve on
- Your employees should know the “why” and heart of your business as this will also give pride to your employees and a feeling of worth
- Training your employees through the lens of your branding
- Your employee should know the 7 words that describe your brand’s reputation and ideal experience you want your customers to have

Check out Mary Alice’s [creative portfolio](#) and service menu with pricing [here!](#)

[Everyone from today’s class will receive \$20 off their first-class or 1 on 1 with me.]