

## Brand Worksheet

### My primary target market is:

Gender: \_\_\_\_\_

Age: \_\_\_\_\_ — \_\_\_\_\_

### The majority of my customers:

Type: \_\_\_\_\_

Location: \_\_\_\_\_

Values: \_\_\_\_\_

### My brand's values are:

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### My brand's character is:

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### Therefore:

1. We will greet customers on the phone with ... \_\_\_\_\_
2. We will respond to complaints by ... \_\_\_\_\_
3. We will deal with returns ... \_\_\_\_\_
4. If we don't deliver when and what we've promised, we will ... \_\_\_\_\_
5. \_\_\_\_\_

Our visual identity (name, logo, slogan) is consistent with our brand and appealing to our target market (or, it's not and needs to be revised).

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