

**BRAND DEVELOPMENT
WORKSHEETS**

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BRIANNA RÉGINE
Visionary Consulting

**CREATING
A BRAND
OF IMPACT**

BRANDING DEFINED

The Importance of Branding

By now you've probably heard the term "branding" so many times but may still wonder...

*What does branding actually mean?
Do I own a brand? How do I know?*

Think of it this way, a business or company is a product or service while a brand is the personality of your business and impacts a consumer's experience.

How do you want your product, service or persona to make consumers feel?
How do you want them to remember you?
What do you want them to experience?

Answers to these questions define
your brand!



CREATING A BRAND OF IMPACT

WHY DID YOU START YOUR BUSINESS?

Think of your upbringing, your favorite quotes and aspirations

WHAT IS UNIQUE ABOUT YOUR BUSINESS?

Do you have a unique approach? What causes or values matter to you most?

WHAT PROBLEM DOES YOUR BUSINESS SOLVE?

Think of your ideal consumer. What problems do they have?



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For Further Information Visit
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CREATING A BRAND OF IMPACT

WHAT IS NEEDED TO PROMOTE YOUR BUSINESS?

What kind of content do you need to spread the word about your product or service?

CONTENT IDEAS

Blogs. Video. Podcasts. E-Products, etc...what will you use to share your business with consumers?

SHORT-TERM BUSINESS GOALS

Within the next 2-5 years I'd like to...

LONG-TERM BUSINESS GOALS

Within the next 5-10 years I'd like to...

THE TRANSITION: BUSINESS TO BRAND

Now What?

After answering the above questions, you'll have a better understanding of:

Your business' mission and values

The problems your business solves

Your ideal customer

What is needed to promote your business

A sense of direction

More importantly, you'll know how you want your consumers to THINK, VIEW, FEEL and REMEMBER your business... which is YOUR BRAND.

Now you can SHARE your brand, learn your dos and donts, and repeat.

YOU GOT THIS!