

# BRAND STRATEGY WORKSHEET

## BUSINESS BASICS

*Business Name:*

*What Do you Do?*

## WHY DID YOU START YOUR BUSINESS

## WHO YOU HELP

*(Age, job, interests, problems)*

## WHAT PROBLEM DO YOU SOLVE FOR THEM?

## WRITE A SIMPLE SENTENCE THAT EXPLAINS WHAT YOU OFFER AND WHY IT MATTERS

*(Example: "We offer fresh, local meat for people who care about quality and where their food comes from.")*

## YOUR PROMISE TO CUSTOMERS

*What do you always want customers to feel or experience when they buy from you?*