

# Business Branding Checklist

## WHO ARE WE SPEAKING TO?

This is where you want to define your target audience, think of them in as much detail as possible! What are their likes, dislikes, aggravators & motivators. Ironically, you will reach more people when you define your ideal audience, versus trying to reach everyone!

## WHAT IS OUR PERSONALITY?

This is about the characteristics and qualities of your brand. Will your brand be funny, luxurious, educational, relatable? & Will your brand's personality be one that your target audience would like to have in a friend? If the answer is yes, that's a recipe for success!

## WHAT CAN WE DISRUPT IN OUR INDUSTRY?

These days, almost every market is highly saturated. A great way to stand out is to fill in the gaps where certain audiences don't feel represented, or solve a commonly known problem with innovative direction! Shake the tables just enough, and you'll be a star!

## HOW WILL WE BRING OUR CUSTOMERS VALUE?

What problem do you solve for your audience? Do you entertain, inspire, educate, or make life easier in some way? Does your audience gain social capital or status by supporting your business or brand? Fine tune the value you give, & promote it!

## WHERE ARE WE GOING?

People love to get behind a good cause or vision! Is the direction of your business clear? Is this a path your target audience would benefit from walking along with you? If so, how? Sharing this is a great way to gain an audience that is committed to seeing you win!

## WHAT ARE OUR VALUES?

Customers are loyal to brands they feel share the same values as them! Safety, success, faith, family, love, independence, & joy are just a few powerful commonly shared values. Be sure your values are incorporated into your brand as much as possible!