

TORY BRANDING



# BRAND IDENTITY WORKSHEET

A Beginner's Guide to Developing a Strong Brand  
for Your Business.

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# WELCOME

Branding is one of the smartest investments you can make for your business. By building a brand, you convey a clear vision of what you stand, attract more clients, and establish your unique positioning in the competitive marketplace.

By the end of this workbook, you'll be able to write a compelling brand statement, know who you are as a brand, identify your target customers, discover your brand personality and more.

Best,

*Fory Louise*



Brand identity is the visual elements that represent your brand. This includes your name, logo, typestyle, color palette, as well as all other elements, including shape, texture, photos, and even sounds and smells associated with your brand.

# WHO ARE YOU?

Let's kick things off with a bit of self-discovery. The first step to building a brand is knowing what to brand. Briefly explain what you do, what you offer, and why you started your business.

What does your business do and what do you offer?  
(List services you sell, products, etc.)

Why did you start your business?

# WHAT MAKES YOUR BUSINESS UNIQUE?

The only way to keep your brand alive and healthy is to maintain its position in consumers minds, and to keep it attuned to the wants, needs, interests and opportunities that exist in the world not just of today but of tomorrow. To do so, we need to define what makes your business unique.

**What unique services or products do you offer your customers that nobody else does? Think about what truly makes you different.**

# BRAND PERSONALITY

If you could describe your brand in 3-5 words, what would they be?

Circle all that apply.

MODERN

PROFESSIONAL

SOPHISTICATED

INNOVATIVE

CLASSIC

MASCULINE

PLAYFUL

SERIOUS

BOLD

FEMININE

LIGHT

FRIENDLY

YOUTHFUL

SPORTY

DARK

ELEGANT

CLEAN

NEUTRAL

COOL

AESTHETIC

ORGANIC

SIMPLE

HIP

QUALITY

MINIMALISTIC

LUXURIOUS

FUN

CREATIVE

# IDENTIFY YOUR TARGET CUSTOMERS

You can't build a successful brand without knowing who you're trying to reach. If you feel like your current business isn't reaching your target market, let's re-define your audience by creating two buyer persona's. One for your average customer and one for your ideal customer.

**WHO ARE YOU TRYING TO REACH?**

# CUSTOMER PERSONA TEMPLATE

[Buyer Persona] is [age range] years old. S/he works in [job title or industry name] for a living and spends his/her free time [describe lifestyle, family size, etc.]. Ultimately, [Buyer Persona] wants [personal or professional challenge(s) that your business will try to solve].

**Average Customer Persona  
NAME:**

**IDEAL CUSTOMER PERSONA  
NAME:**

# DEFINE YOUR BRAND STATEMENT

A brand statement is a short definition that wraps your target market position, point of difference, brand promise, and brand character into a statement that directs all your branding efforts.

# BRAND STATEMENT FORMULA

[Name of your business, product, or service] is the [your distinction and the generic term for your type of offering] to provide [your unique features or benefits] to [your customer profile] who choose our offering in order to feel [your customers' emotional outcome]. We consistently deliver the unique attributes and benefits our customers count on, and we promise our customers [the promise customers can absolutely count on from your company].

Write Your Brand Statement

Your brand isn't how you look  
or what you say or even what  
you sell. Your brand is what  
people trust and believe you  
stand for.

THANK YOU  
FOR READING!



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[www.torybranding.com](http://www.torybranding.com)



[Info@torylouis.com](mailto:Info@torylouis.com)



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