

Brandstorm Worksheet

Opportunity

What is the problem you are trying to solve? What need can you meet for customers? Is there something new you can bring to your industry?

Products and Services

What products or service can you provide that will maximize this opportunity? What is unique about your products or services?

Customers

Who will benefit from your products and services?
Where do they live? What are their key demographics?
What do they like or dislike? What are their hobbies?
How do they make decisions?

Competitors

Who are your competitors? What are they doing well?
What are their shortcomings?

Value Proposition

What sets you apart from competitors? What advantage can you offer customers?

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Personality

Considering your notes on the first page, which of the personalities below is most closely aligned with your brand? Describe your brand personality further in the space provided, if needed.

Sincerity

Down-to-earth
Honest
Wholesome
Positive

Excitement

Daring
Spirited
Imaginative
Lively

Competence

Reliable
Hard-working
Intelligent
Successful

Sophistication

Luxurious
Glamorous
High-end
Charming

Ruggedness

Outdoorsy
Tough
Unconventional
Adventurous

Voice

What keywords, phrases or concepts stand out to you as being important for your brand? This could include name ideas if you do not already have a brand name.

Visuals

What imagery, graphics, colors or concepts stand out to you as being important for your brand? This could include logo ideas if you do not already have a logo.

Ideas

Any other thoughts or ideas related to your brand?