

Brand Development Worksheet

These questions are designed to get you thinking about what differentiates you from the crowd. There are no right answers. You may come back to the questions over time.

What are my deepest held beliefs about the benefit of my work?

What values do I hold that have given me strength throughout my life?

If I could reach the world with just one message, what would it be?

If I could reach just one audience with that message, who would it be?

What benefit do I bring to every relationship I have?

What are my weaknesses in business and life?

This question can help you see what you should not build your brand around.