

What Is My Brand?

6 Step Brainstorming Checklist

1. What is your brand **PURPOSE**?

What does your brand offer that will help others?

2. What is your brand **VISION**?

What do you hope to accomplish long term with your brand?

3. What is your brand **MISSION**?

What are you dedicated to doing to achieve your brand vision?

4. What are your brand **VALUES**?

What do you believe in? What ideas are you passionate about that fuel your brand?

5. What is your brand **PERSONALITY**?

What style or “vibe” is showcased by your brand? How does it speak to customers and entice them to be part of it?

6. What **STORY** will your brand create for your customers?

How will your brand give customers an experience that solves their problems and makes their lives better?

These questions are a great starting point to begin your brand journey!

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