

Brand Essence worksheet.

A BRAND ESSENCE is a promise of specific values and benefits that have meaning and relevance to your customers and fans. To your consumers, these promises differ from those of the competition.

BRAND ESSENCE is your consumer's gut feeling about your company, your service or product.

YOUR STORY

Describe how your business started and how it has evolved.

VISION

What are your business' aspirations?

MISSION

How do you achieve your vision?

CORE VALUES

List three or more values that are personal to you and also apply to your business that differentiate you from others.

CUSTOMER(S)

List your customer(s) characteristics.

PRODUCTS AND SERVICES

Describe your offerings, product categories and range. And how you deliver them to your customers.

COMMUNICATION STYLE

Is it formal, casual, fun? How do you communicate with your customers, prospect and the public? How do customers find out about you?

WHAT LIES AHEAD?

Where are you taking your business, what is your future?