



CONSULTING

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Developing Your Brand Worksheet

Your brand is what you promise your customers. It lets them know what to expect from your products and services, as well as how you differentiate yourself from your competitors.

Who Are You? Brand Identity:

If your business or product were a person, which three adjectives would you want your customers to describe you with?

- 1.
- 2.
- 3.

List the three most important concepts, facts, or statistics that you most want people to know about your business. Are you a family business? Locally owned? Vegan? Eco-Conscious? What is special about you?

- 1.
- 2.
- 3.

Find three to five words that you can use alongside your name and logo to describe who you are or what you do. Descriptors are especially helpful if your business name is not self-explanatory.

- 1.
- 2.
- 3.
- 4.
- 5.

In one sentence, how would you describe your services and/or products?

How do people learn about your product, company, or service?

Who is buying your product(s) or service(s)?

What value/benefit does your brand give to other people?

What kind of mood or tone will your brand convey?

How do you want your customers to feel after interacting with you/your brand?

Where is your business based?
Where are your products or services available?

How does the place where you're based affect how customers feel about your business?

How do you offer your product or service?
Do you have a retail operation? Wholesale? Online/eCommerce?

Do you use any specific techniques or methodology to produce or display your product or service?

Why do you do it?

What is your primary motivator?

What are your personal values that drive your professional pursuits?

Summarize your worldview in one or two sentences (the set of beliefs and fundamental aspects that ground and influence all your perceiving, thinking, knowing, and doing):

Visualize some images that represent your company, service, or product. Describe them in as much detail as possible:

Coffee Fest Portland: "Sustainable Startup Workshop: The 7 Things Every Startup Needs" by Jaimie Miller and Victoria Hawkins (Between Friends Coffee)

Description: By combining the information above, you can create a 25-word, 50-word, and 100-word description that you can use on your website, social media, and anywhere else you might need it.

25-word description

50-word description

100-word description

Who Are Your Customers?

Who do you *primarily* sell to?

- Business to business (B2B)
- Business to customer (B2C)

How would you summarize your main customer base?

What is the typical age range of your customers?

Where do most of your customers live?

Do most of your customers share a similar occupation? (If yes, be specific.)

What are some hobbies/interests of your customer demographic?

Be Visible. Stand Out Amongst the Competition:

Which other brands or influential industry individuals do you love?

Who are your main competitors?

What are some reasons that people buy from your competitors?

Can you adopt any of these traits/practices from your competitors?

What are some mistakes that your competition makes?

Putting It All Together

Once you have all the information written out above, you'll use it to talk about your business. You can use the above information for everything within your business: including your website, signage, and social media. Everything that you and your employees do should consistently share the same attitude, look, and feel contained above.

Here are some of the items that you should review to make sure that they consistently reflect your brand:

- Logo/Tagline
- Signage
- Product Labels
- Business/Rack Cards
- Website
- Social Media
- Email Template/Content
- Operations Information/Manuals
- Employee Uniforms/Accessories
- Customer Service Guidelines
- Product/Sales Pitches
- Business Plans
- Job Descriptions
- Employee Handbook/Contracts



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