

UNLEASH YOUR WOW™

YOUR BRAND BUILDING WORKSHEET

**WHAT DOES YOUR BRAND DO? WHAT SERVICE DO YOU PROVIDE?
START WITH THE NAME & LIST DOWN 3 BRIEF POINTS.**

**WHO ARE YOUR IDEAL TARGET CUSTOMERS?
WHAT ARE THEIR NEEDS AND REQUIREMENTS?**

**WHAT ARE YOUR BRAND BENEFITS?
HOW DOES IT FULFILL YOUR CUSTOMERS' NEEDS?**

**WHAT'S YOUR BRAND PERSONALITY?
IF YOUR BRAND WAS A FAMOUS CELEBRITY, WHO WOULD IT BE?**

**HOW DOES YOUR BRAND DO IT DIFFERENTLY THAN THE COMPETITION?
IDENTIFY ITS UNIQUE VALUE PROPOSITION. WHAT'S YOUR **WOW** FACTOR?**
