

Brand Development Worksheet

COMPANY NAME

Question	Answer/Notes
What is your product or service?	
Who is your customer? (Think demographics like age, place of residence, income, interests, etc.)	
How will consumers benefit from your product or service?	
What values reflect your business goals?	
What three words that best describe your business?	
Why should people buy your product or service? (e.g. It's made in the USA; We use eco-friendly materials; We promise satisfaction guarantee, etc.)	