

# BRAND FOUNDATIONS MINI WORKSHEET



## BUILD A BRAND THAT ACTUALLY WORKS

This mini worksheet will guide you through the key foundations of a brand that works, and give you exercises to evaluate and strengthen your own.

### BRAND CLARITY

Write one clear sentence that explains what you do, who it's for, and the outcome they get.

Example: "I help busy women entrepreneurs simplify their marketing so they attract more clients without overwhelm."

Reflection: Read your sentence out loud. Would a stranger understand it in under 5 seconds? If not, refine it.

### BRAND CONNECTION

List 3 emotions you want your audience to feel when your audience engages with your brand.

Then, for each emotion, write one way your content or visuals can evoke it.

### BRAND DIFFERENTIATION

Create a "Brand Statement" using this template:

"We are [brand personality] and help [specific audience] achieve [result] in a way that [unique approach]."

### BRAND VISUALS

Audit your visual assets.

Give each one a score from 1–5 on professionalism, consistency, and alignment with your brand personality.

Note areas to update.

### BRAND CONSISTENCY

Make a quick "Brand Guidelines Snapshot" listing your:

- Tone of voice (e.g., friendly, supportive, expert)  
Core colours and fonts
- Visual style cues (e.g., photography style, graphics, icons)
- Posting frequency or touchpoints

### BRAND TRUST AND CREDIBILITY

List all the ways your brand demonstrates credibility.

Include: testimonials, client results, certifications, press mentions, or awards.

Circle the top 3 that could have the most impact and make sure they're visible across your brand.

### BRAND FOUNDATION SCORESHEET

Use this to evaluate your current brand foundation. Rate yourself 1-5 in each category.

Add notes/Next Steps for each section.

/5 CLARITY

/5 CONNECTION

/5 DIFFERENTIATION

/5 VISUAL IMPACT

/5 CONSISTENCY

/5 TRUST AND CREDIBILITY

**Knowledge is power, fuel your brand's growth.**

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