

Branding Framework Worksheet

If you are planning on creating a new website, logo, brochure, or any marketing materials, take a look at the following. Going through all of the following steps will save you time, frustration, and money, because you will be prepared and know what you want and need before the creative process starts.

Clearly articulate the essence of your brand in a short paragraph.

If you've completed worksheet #1, "Brand Positioning Worksheet," great. If not, do that before you proceed. List your positioning statement below. (You may need help fleshing this out later in the creative process, but work to create something now.)

Build messaging around the statement above.

Who are you trying to reach and exactly what are you solving for them? If you've taken the time to go through step one, it shouldn't be so hard to start creating a plan focused on those you want to reach.

A. Start thinking about copy.

What type of writing will appeal to your ideal customer?

Is there a specific tone you are looking for?

Do you want to weave in story in the form of blog posts?

Branding Framework Worksheet (cont.)

B. Start thinking about design.

Have you thought about the strategic use of color and typography? Is there a particular visual style you think will work with clients? List out a few ideas below.

Planning

Think about everything: Home page design, email marketing, blogging and social media integration, brochures, etc. Write out any items below you will need to include, such as overall budget, timeline, services needed, etc.

Write out a Creative Brief.

Combining steps 1-3, write out a brief explanation of what you're looking for. Try to keep it short (2 pages).

A. Write a descriptive paragraph of your business.

A one paragraph statement that describes what you do, why you are unique and why customers should buy from you. Work from your positioning statement but include more detail here. (Note: You may need help fleshing this out later in the creative process, but work to create something now.)

Branding Framework Worksheet (cont.)

B. Provide some examples of what you like.

Write down the web domains of a few sites you love. Detail what you like about each. Is it the design? Copywriting? Blogging framework? Ease of navigation? Or all? If you have sample marketing materials or a style of copywriting you like and can provide examples of, even better.

B. A basic outline of what you want and when you need it.

Detail what you want to do and when you want to make it all happen. List out everything—website, brochures, email marketing, etc. Budget ranges and timeline goals are helpful, but not necessary.
