Brand Vision Worksheet
Steps 1 and 2 have given you the firm foundation you need for effective brand-building. If you’ve completed them, your brand now has clarity and purpose—the heart of your brand. People will know your values and what moves you—and if you’ve moved them in some way, they’ll be way more interested in what you have to offer. If you haven’t done these exercises, go back to steps 1 and 2 and complete the worksheets.

Today’s exercise is where you start building something that is not just about your business. It’s about you—what you love, your values, and what excites you. Your Why.

Step 3 is Defining your Brand Vision—How are you going to help your ideal customer?
Here, you develop a crystal clear vision of your brand, zero in on your uniqueness, target audience, and market position. Based on this, you start framing a story that best represents you and your business. A narrative that will help you find the right customers, lead them to you, and inspire them to action when they arrive.
You will...

• Combine “what you do” with “why you do it.”
• Express the unique identity that will become a living, breathing part of your brand.
• Define your ideal customers.
• And layout plans for the best way to reach them.
• Your Brand Vision is your “genetic map.” And the best way to create it is by telling your audience how your vision will come to life.

Brand Vision (your How)
Today, really dive into your How. Create your Brand Vision by detailing how you will help your ideal customer.

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