



BRAND BUILDING WORKSHEET

"People don't buy what you do, they buy why you do what you do" - Simon Sinek

WHAT

DO YOU DO?

WHAT ARE YOU BRANDING? IS IT A PRODUCT, SERVICE OR YOURSELF? WHAT IS UNIQUE ABOUT WHAT YOU DO? DESCRIBE YOUR IDEA AND BE AS SPECIFIC AS YOU CAN. CLARITY CREATES IMPACT.

WHO

DO YOU SERVE?

WHO IS YOUR AUDIENCE, WHAT ARE THEIR NEEDS, CONCERNS, OBJECTIVES AND PRIORITIES? HOW CAN YOU APPEAL TO THEIR NEEDS? WHAT PROBLEM ARE YOU HELPING THEM SOLVE?

HOW

DO YOU DO IT?

WHAT IS THE IMMEDIATE PAIN OR CONCERN OF YOUR AUDIENCE AND HOW DOES YOUR BRAND SOLVE THEM? DESCRIBE IN TANGIBLE TERMS HOW YOU, YOUR SERVICE OR PRODUCT HELPS THEM AND SATISFIES THEIR NEEDS.

WHY

DO YOU DO THIS?

DESCRIBE THE EMOTIONAL, TANGIBLE BENEFITS YOU CREATE FOR OTHERS. GIVE THEM A CLEAR REASON WHY THEY SHOULD CHOOSE YOU OVER OTHERS? CAPTIVATE THEM WITH A WOW FACTOR!

PUTTING IT ALL TOGETHER

YOUR BRAND VALUE PROPOSITION STATEMENT

I HELP _____ (WHO - THE AUDIENCE YOU SERVE)
TO _____ (WHAT - YOUR SOLUTION)
BY _____ (HOW - YOU DO IT, THE CLARITY)
THAT _____ (WHY - THE UNIQUE VALUE YOU DELIVER)

SAMPLE - THE MURALI MURTHY BRANDING STATEMENT

I HELP purpose-driven individuals and businesses
TO achieve clarity of identity and expression
BY delivering clear, hard-hitting value propositions
THAT drive impact, make them stand out and build market share.

TO LEARN MORE, VISIT: ACEWORLDFOUNDATION.COM