

Marketing Moxie

Episode #10: Brilliant Branding

www.maggiepatterson.com/episode10

Branding is tricky business, so it's important to get the basics in place so you create a brand that is 100% you. Remember, inspiration is one thing, but copycatting is entirely another. This worksheet is designed to help you get a better handle on some of your branding basics.

UNIQUENESS

What is truly unique about niche, approach, experiences, stories and natural gifts that you can bring to your brand?

ELEMENTS

What elements do I love from other brands? Why do I love them? How can they inspire me?

FEEL

How do I want customers and prospects to feel when they interact with my brand? What words describe that feeling?