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YOUR BUSINESS BRANDING WORKSHEET

A clear guide to your success

This free branding worksheet will help you visualize your success. It outlines who you are, where you're going, who your audience is, who your competition is, and more.

This is much more beneficial for your business as a whole.

I included a sitemap plan at the end as well so you can plan out the content for your website.



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Your Business

Describe your business.

Your Key Values:

What does your future look like?

Who are your competitors?

What makes you different?



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Your Goals

Your 3 Goals for your business:

How do you plan to achieve your success?

How can you avoid failure?

Favorite Websites?

Least Favorite Websites?



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Your Audience

Who is your target audience?

Is this your current audience? If not, how do you plan to change that?

Where does your audience go, hangout, shop, etc?

What information does your audience need to know from your website?



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Your Website

3 things your competitors websites do well:

3 things you would change about your comepetitors websites?

Again, What does your audience need to hear? Not what you want to say:

If you stumbled across your website as a new user, would the information be clear about what you offer and how it will benefit the user?



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Web

Sitemap Plan:

Guide:

Page

Section