



GETTING TO KNOW YOUR BRAND

Twelve tips for learning to represent your brand

Getting started with a brand all your own can be a lot like getting to know a blind date. It's going to go one of two ways: you'll hit it off with clear ideas, or the awkward small talk will get the better of both parties. These tips should help shape a clearer idea of what or who you want your brand to be. No wrong answers, just open ideas and clarity

☐ 1. Favorite Color(s)?

☐ 2. Who inspires you?

☐ 3. Favorite quotes or movies?

☐ 4. What's a perfect day at your business look like?

☐ 5. Is this going to stay a side business?

☐ 6. Where do you see your business in 5 years?

☐ 7. List five words that you freely associate with your brand:

1) _____ 4) _____
2) _____ 5) _____
3) _____

☐ 8. What sort of outlets would you like to use?
Example: Etsy, local work?

☐ 9. If time and money weren't a problem would you fully throw yourself into this?

☐ 10. Can you describe your ideal customer?

☐ 11. In your own words, define success

☐ 12. Anything you want me to know in particular?

