

6 Questions to Help Define Your Brand

1. What products/services do you offer? What qualities do they possess? (Is there a quality inherent in the product or service that your competitors haven't promoted yet?)
2. What are the core values of your company? Of the products you sell?
3. What is your company's mission? What is your purpose? (*It is never about the widget.*) Why do you do what you do?
4. What does your company specialize in?
5. What is your target market? Who do your products attract?
6. Does your company have a tagline? What message does your prospect get when reading it?

You can fill in this form. To save your answers you must **Print** or **PRINT TO FILE** as a pdf to your computer. **Saving** the file to your computer will only save the document without your answers.

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