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## Brand Strategy Analysis

*Use this template as a guide to establish and build your personal brand to grow your audience, attract your dream clients and build your business.*

Mission Statement:

Core Values and Why:

Core Value	Why

Brand/Business Name:

Include all brand names of your digital products, courses, etc

- Brand Name #1
- Brand Name #2
- Brand Name #3

Brand Story:

What is your motivation for starting this brand and business:

What makes you unique (your unique selling point/proposition):

Who is your ideal client or customer:

How would you describe your brand voice:

- Description #1
- Description #2
- Description #3

This	Not that

Who are your competitors? What are they doing well? What gaps can you fill?

## Visual Brand

What is your brand's style?

(ie. more relatable, more aspirational: bright colors, bold colors, pastels, neutrals; more minimalist or more maximalist)

*Personality:*

*Logos:*

*Brand Colors:*

Hex codes or screenshot of the palette

*Fonts:*

*Photo & Video Inspiration:*

Add a link or screenshot of your moodboard with poses, colors and textures