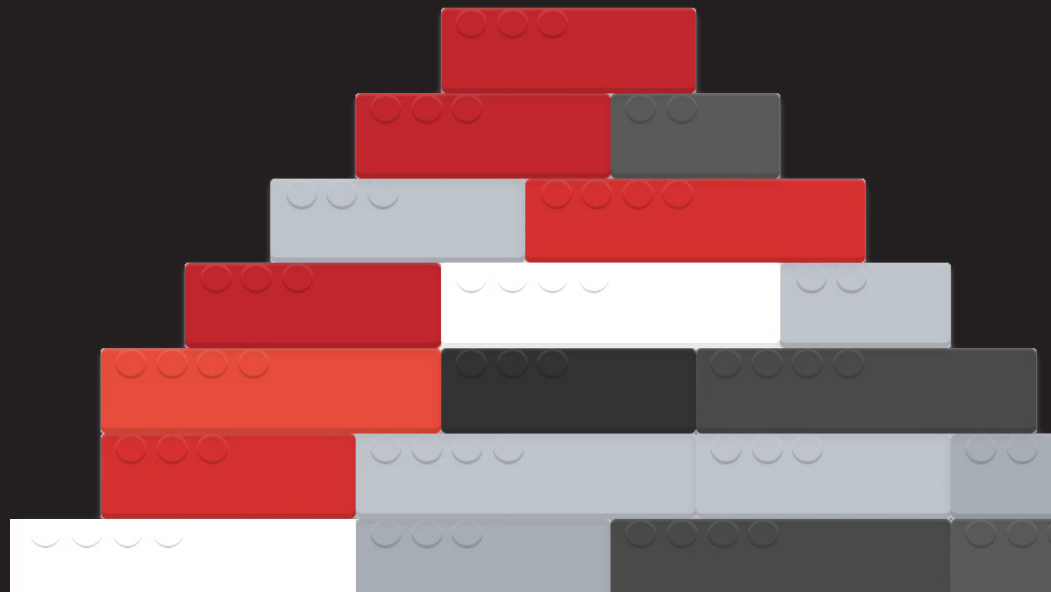


LET'S **innovate!**

BRAND DISCOVERY WORKBOOK

We Don't Just Build Websites.
We **Transform Your Business.**



LET'S **innovate!**

WELCOME!

This workbook helps us get to know your business, your goals, and your audience so we can craft a strategy and solutions that truly fit.

The more detail you provide, the better we can serve you.



We ask great questions
so we can build
extraordinary results.

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01

ORGANIZATION

Describe your business in 3–5 sentences. What services or products do you offer? What's your specialty? What difference do you make in the world? In your own words...

02

DIFFERENCE

What makes your business special/unique/wonderful? Is it your expertise, experience, niche offerings or software? Talk briefly about your one-of-a-kind-ness:



What makes you different is what makes you memorable.



COMPETITORS

If applicable, list 2–3 competitors and a brief description of what they offer that’s unique to them or their audience...

COMPETITOR 1

What they offer:

COMPETITOR 2

What they offer:

COMPETITOR 3

What they offer:

04

AUDIENCE

How would you describe your target audience? Where do they live?

What are their interests?

How do they engage with you (online, in-person, phone or otherwise)?

LOCATION



INTERESTS



HOW THEY
ENGAGE





NAME

How does your company refer to itself?
(e.g. Annie’s Chocolate Company, Annie’s Chocolates, ACC, Annie’s, etc.)
Please list various acceptable versions if there’s more than one.

PRIMARY NAME

ALTERNATIVE NAMES/ABBREVIATIONS



INSPIRATION

Do you have inspiration resources you'd like to share? Language or branding you admire, websites you love? Feel free to include website URLs, social media pages, etc.

WEBSITE/LINKS

07

SLOGANS / PHRASES

Do you have a slogan or keyphrase you use frequently?

(e.g. Nike: “Just do it.” Disney: “The happiest place on Earth.” Apple: “Think Different.”)

08

GOALS/PRIORITIES

What would you like to accomplish with this project? List 3–5 specific goals (increase online purchases, improve brand awareness, get more leads, etc.)

1.

2.

3.

4.

5.



Clear goals. Better results.

Using the brand voice descriptors below for inspiration, plus your own, highlight 5–10 words you’d use to define your business/brand:

- | | |
|-------------------------------------|---------------------------------------|
| ☐ Exciting | ☐ Reliable |
| ☐ Motivating | ☐ Approachable |
| ☐ Practical | ☐ Professional |
| ☐ Innovative | ☐ Friendly |
| ☐ Insightful | ☐ Other |

YOUR WORDS



SOCIAL CHANNELS

If you have existing social media pages (Instagram, LinkedIn, Facebook, YouTube, etc), please list them here with links:



OTHER

PAST EFFORTS

What marketing activities have you enlisted in the past (in-house or contract)?

What was helpful and unhelpful? What would you like to repeat or not repeat?

What are your business' ...?

Strengths

Weaknesses

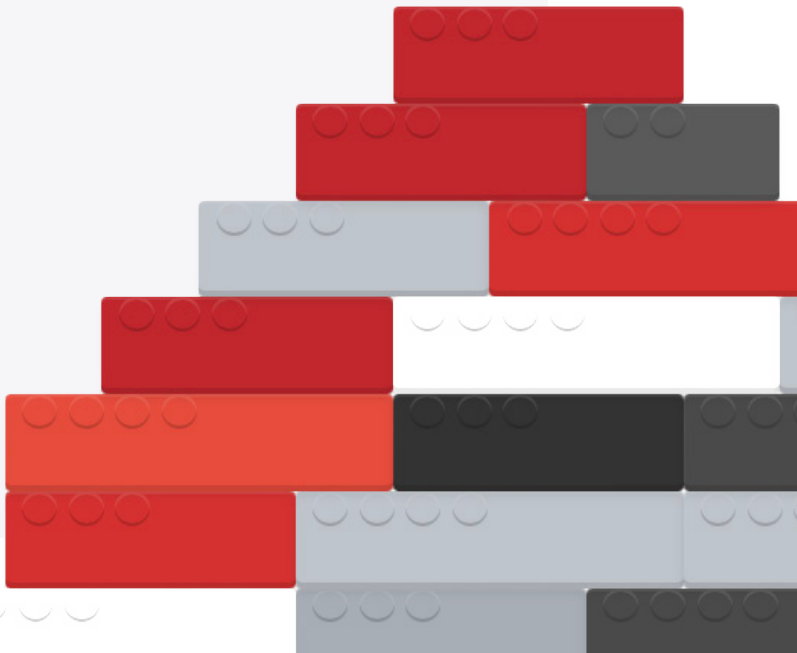
Opportunities

Threats

13

ANYTHING ELSE?

In case there's anything additional you feel is vital to know, please share it here!





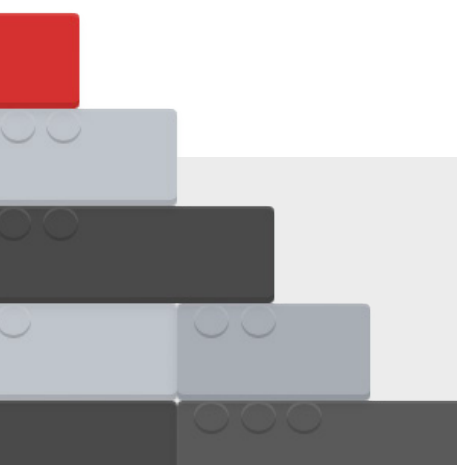
NEXT STEPS

SEND FORM

THANK YOU

**for taking the time to
complete this workbook!**

**We'll review your answers and be in
touch soon to discuss next steps.**

A decorative graphic in the bottom left corner consisting of several stacked rectangular blocks in red, grey, and black, resembling building blocks.

**We're excited to build
something great together!**