



brand discovery worksheet

What are your brand's core values?

What problem do you solve for your customers?

What products or services do you plan to offer?

How do you measure success in your business?

What social media channels will your brand utilize?

What are three adjectives that describe your brand's style or vibe?

Who are your 3 main competitors (direct or indirect)?

What do you like about their presence? What do you dislike about their brand identity?

Describe your ideal customer. Who would you love to work with?

Share 5 adjective or words that best describe your ideal customer.

List three businesses or brands whose brand identity inspires you. Why do you like them?

What else should I know about your brand before starting?