

YOUR BRAND AS AN ASSET

WORKSHEET

*Helping businesses develop a brand system
that becomes an investible asset.*



Your brand as an asset worksheet

The following worksheet can be printed off and reviewed with your team to start you towards brand focus and clarity so that you can use that to build consistency and frequency. The delivery of brand consistency builds trust and turns your brand into an investable asset. To do the exercise, a set of markers, paper, a team (or collaborator) and an open mind.

YOUR PURPOSE

YOUR VISION

YOUR BRAND PROMISE

YOUR BRAND VALUES

1.

WHY:

.....
.....

2.

WHY:

.....
.....

4.

WHY:

.....
.....

2.

WHY:

.....
.....

3.

WHY:

.....
.....

5.

WHY:

.....
.....

Your brand as an asset worksheet

SECRET SAUCE - UNIQUE SELLING PROPOSITION

NOT THIS

WE ARE THIS

NOT THAT

.....
.....

1.

2.

3.

4.

5.

6.

7.

8.

9.

Your brand as an asset worksheet

BRAND TONE + VOICE

TONE+ VOICE LABEL

CHANNEL 1:

CHANNEL 2:

CHANNEL 3:

1.

2.

3.

4.

5.

6.

7.

8.

9.

Your brand as an asset worksheet

JOIN THE **UNLOCK + AMPLIFY** PROGRAM

FOR LEADERS WHO ARE SEEKING TO UNDERSTAND, UNLOCK + AMPLIFY THE VALUE WITHIN
THEIR BUSINESS TO CONNECT WITH A MARKET IN A MORE MEANINGFUL WAY.

VISIT WWW.YOURDIGITAL.COACH TO APPLY