

Exercise

sheets

Your Brand: Fill in the Blanks

“We are a ___(type of business)___ that helps ___(audience)___
who ___(the problem they're facing)___ to find/achieve ___(how
you solve their problem)___. By offering ___(the unique way you
do what you do)___, we provide ___(these benefits)___.”

Fill in the blanks:

“We are a ___(1)___ that helps ___(2)___ who ___(3)___
to find/achieve ___(4)___. By offering ___(5)___, we provide ___(6)___.”

1. What type of business are you? _____

2. Who are you talking/marketing to? _____

3. What problem is your audience facing? _____

4. How do you solve the problem for your audience?

5. Do you have a unique process/approach/framework?

6. Are there benefits of working with/buying from you?

Setting goals

1. Business goal:

2. Business strategy:

3. Marketing goal:

4. Marketing strategy:

Goal

Strategy

Tactics

Test