

WiseCopy branding worksheet

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1. What does your agency do? Can you summarize this into a few bullet points or sentences?
2. What industry or niche are you in?
3. What's your unique value proposition that makes you stand out from competitors?
4. Who are your customers? Describe their demographics, interests, questions, problems, and values.
5. How would you describe your product or service?
6. What problems are you solving?
7. What businesses do you aspire to be like and why?
8. What are the features and benefits of your agency's services?
9. What is the "personality" of your business? (Serious, playful, authoritative, etc.)
10. What does your brand look like? (Logo, colours, design, etc.)
11. What does your business look like three to five years from now?