

BRANDING BRAINSTORM

What is your business's name? Are you going by your own name or doing business under a different name. If so, what is the meaning behind it?

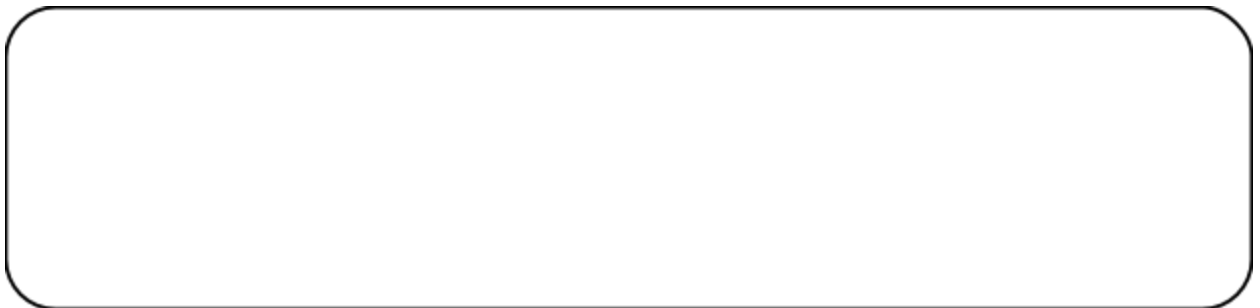
Why did you get into this business? Brainstorm or list your mission statement below:

What are some adjectives that you feel reflect your business?

What makes your business unique? How is it different from similar businesses in your industry?



What impression would you like your brand to give your clients?



What are your long-term goals for your business? How do these fit in with your mission statement?



Use your answers as a guide to creating your authentic brand. When developing brand elements, make sure that they fit in with what you have described above.