

A magnifying glass with a black frame is positioned over an open book. The book's pages are filled with text, and a pen nib with a gold-colored barrel is resting on the left page. The background is a soft-focus view of the book's pages.

Understanding your Brand

A SELF-ANALYSIS WORKSHEET

from The Mogul Mom

Understanding Your Brand: A Self-Analysis Worksheet

Brand clarity is essential to proper growth and positioning. This worksheet was designed to help you gain clarity around your brand, whether new or existing. Keep it in a safe place and refer to it as needed.

The Backstory

What drove you to start this business?

Your 'why' is an instrumental aspect of your brand story.

How did it all begin?

Your story. Having a concise answer for this is helpful, as you will eventually be asked this question by people interested in learning more about your origins.

Taking into account your origins and your current situation, how would you describe your business story to a stranger in three to five sentences?

Looking Ahead; Your Travel Plans

Understanding where you're going will help guide your path today and help you position yourself to reach your goals. Avoid generalities (ex. 'become an industry leader') and stick to [CLEAR goals](#).

That is, goals that are: Collaborative, Limited, Emotional, Appreciable, and Refineable.

How do you see the brand evolving?

Short term (5-year plan)

Long Term (5+ years out)

What projects do you have in mind to bring it there?

Your Persona(l) Brand

Your persona can be described as your personality type and the skill-set you bring to the organization. It's the very heart of your personal brand. Thoroughly understanding your own persona and gifts as they apply to the brand will help you call upon your strengths in order to discover and cater to your niche as well as grow the brand to meet your goals. I created the Archetypal Branding Assessment as a discovery tool to help. Take it for free here: melissabolton.com/theassessment.

What are your top two Archetypes?

At the end of the assessment, you'll be brought to a description of each Archetype where you'll find a list of sample values & virtues for each persona. Choose a few from the list that speak to you, or choose your own. They will help hone the personality of your brand.

What values and virtues resonated with you?

These descriptors will help your right people identify you as someone who feels familiar, perhaps even comfortable, to them. Appealing genuinely to their emotions through similar values systems is a highly effective way to convert tire-kickers into buyers.

How can you use them to help shape your brand’s personality?

Which adjectives describe your brand?

This list is not comprehensive, but rather designed to ignite your thought process regarding what types of characteristics your brand persona may possess.

New	or	Established
Relaxed	or	Energetic
Reactive	or	Proactive
Adventurous	or	Stable
Service-based	or	Product-based
Innovative	or	Customary
Traditional	or	Contemporary
Creative	or	Conventional
Trendy	or	Classic
Transformative	or	Stable

Pulling it all together, how would you describe your overall brand persona?

Your Right People

One of the most important elements of your brand is you. In a solopreneurship or micro-business, *you are the brand*. Because we tend to work most fluidly with people who have similar values and virtues to our own, it's important to have a good understanding of your niche and how you can serve them.

Describe your right people.

What are the most important issues to them as a whole?

What pain points do they have?

How can you help them meet their goals or fill their needs?

What types of offerings will you provide?

What are the values they look for in products such as yours?

What concerns or objections might they have prior to making a purchase?

Who is your competition?

What can you learn from them? What are they doing? How are they pricing?

Offerings

Why are you the best choice for the consumer?

What value do you provide that puts you ahead of the competition?

What voids do you see in the marketplace?

As you research competitors, look for solutions or methodologies are lacking or hard to come by?

Promoting

Experience and science tell us that marketing to emotion is far more effective than traditional persuasion marketing. By allowing the customer to decide naturally what feels right to them, they don't feel sold to, but rather, serviced.

Where do your right people hang out?

Social networking websites, blogs, forums? What conversations are they involved in?

What style of marketing appeals to them?

A sale announcement on your blog? A contest? A clickable ad? Content marketing?

Put your brand voice to work.

How can you infuse your unique voice into your marketing?

Thank you!

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