

BrandPlan: Clarity Workshop



Who are we?

- ☐ What is our unique story?
- ☐ What inspired us to get into this business?
- ☐ Why does our company need to exist?
- ☐ What beliefs fuel our actions?
- ☐ Where are we going?
- ☐ What do we hope to be known for?

What are the alternatives?

- ☐ Who offers the same things?
- ☐ Who offers something similar?
- ☐ What is the competition best at?
- ☐ What words do they own?
- ☐ What market(s) do they target?
- ☐ What unique advantages do we have?

Who are they?

- ☐ Who are the best customers for our business?
- ☐ How do our customers think?
- ☐ What challenges do they face every day?
- ☐ How does our company make them feel?
- ☐ What's holding them back?
- ☐ How might we improve their experience?

How are we different?

- ☐ What can none of our competitors claim?
- ☐ What value do we really provide?
- ☐ How do we hope to be perceived?
- ☐ How do we speak?
- ☐ What is our personality?
- ☐ What do we look like?

