

# BRANDING + NAMING WORKSHEET

WHAT VALUE DOES YOUR BRAND GIVE TO OTHER PEOPLE?

WHICH THREE WORDS DO YOU WANT PEOPLE TO ASSOCIATE WITH YOUR BRAND?

WHAT IS YOUR BRAND ALL ABOUT?

*If you're selling something, what is it? If you're writing blog posts, what kinds of topics will you cover?*

WHO IS YOUR IDEAL READER?

*Think about who this person is -- what's their name? What are their hobbies? Where do they work? The more details, the better!*

WHAT KIND OF MOOD OR TONE WILL YOUR BRAND CONVEY?

WHICH BLOG OR BRAND NAMES DO YOU LOVE?

*Is there anything about them that strikes you as similar? For example, maybe they all use alliteration or sound upbeat and happy.*