



What's Your Why?

WORKSHEET

The secret to marketing is that people buy based on how they feel and then rationalize their purchase with facts. So answer these questions based on your experience, what inspires you,

and what you imagine your ideal client is thinking and feeling.

1. When you set out to create your business, what was behind that decision? What did you want out of life that you decided this business would give you?

2. If after you retire, you as the business owner could be remembered for one thing, what would it be?

3. If you only had 30 days to live, what would you spend your time doing?

4. If you couldn't own a business and you had to pick a job instead, what would you pick and why?

5. It's time to brag a little. (We won't tell anyone.) What are your favorite parts of your personality? Use a few key words to tell us



Brand Discovery

WORKSHEET: YOUR BRAND

1. If you didn't have to make any money in business, what's the one business-related task you would spend all your time doing?

2. What is the one most important quality you want your brand to represent? (For Rolex, it's quality. For Coca-Cola, it's fun. For Volkswagen, it's safety.)

What type of person would enjoy working with you or buying your products/services most?
What type of person are you most passionate about helping/serving/working with?

4. If you could only choose one emotion for your customer to FEEL when they see your social media posts, what would it be? (i.e. happiness, joy, peace, excitement, determination, etc.)
Explain your choice.

6. How would you explain what's different about you when compared with your competitors?
What unique ways do you do what you do?