



MY Brand IDENTITY WORKSHEET

Your personal brand identity is the sum total of all the impressions that a customer has about your business. It is based on every interaction that your customer has with you and your product. Understanding this will help you to strategically build the brand identity you want for your business, so that you can consistently deliver the messaging you desire for your customer to hear.

What do you perceive your brand identity to be?

Honestly, what do you think your customers perceive your brand identity to be?

What are some of the mistakes you think you are making?

What do you hope to gain from this course in order to propel your business forward?

Set a goal date for yourself to complete this course:
