

# Build a Brand That Looks Established

## Quick Brand Worksheet

### Choose Your Business Name

- |  |  |
|--|--|
| <input type="checkbox"/> Is it available       | <input type="checkbox"/> Social handles available            |
| <input type="checkbox"/> Easy to say and spell | <input type="checkbox"/> Easy to search online               |
| <input type="checkbox"/> Domain name available | <input type="checkbox"/> Does it make sense to your customer |

### Your Digital Foundations

What happened afterwards:

- Confidence \_\_\_\_\_
- Clients \_\_\_\_\_
- Sales \_\_\_\_\_
- Other \_\_\_\_\_

### Your Simple Brand Kit

Primary Brand Colour \_\_\_\_\_  
Secondary Brand Colour \_\_\_\_\_  
Accent Colour \_\_\_\_\_

### Your Brand Message

What is your offer?

\_\_\_\_\_

Who do you help?

\_\_\_\_\_

### Your Branded Content

- Social Media Post
- Presentation Slide
- Promo Graphic
- Customer Info Post

### Your First Branded Content

---

---

---

---

---

---

