



# BRANDING WORKSHEET

A starter guide to crafting your own  
unique and heartfelt brand.

[kikocreativestudio.com](http://kikocreativestudio.com)

welcome

Branding is without a doubt, one of the most important parts of your business. Good branding will set you apart from the crowd, tell the unique story of your brand, help you attract your ideal client, all while staying true to who you are.

Whether you are starting a new business, or just need to clarify your existing one, this worksheet will help you take the first steps to crafting an effective and heartfelt brand.

We encourage you to spend some time in answering the questions in this worksheet. And if you think you need more help in establishing your new brand, do not hesitate to drop us a message! We would love to help!

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THANK YOU!

*kiki & koka*

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## AN EFFECTIVE BRAND IDENTITY STARTS WITH KNOWING WHO YOU ARE.

Authenticity is a magnet and nothing will attract your ideal client quite like knowing who you are. Discover the heart behind your brand.

### 1. Who are you?

We would love to know more about you, your background, your reason for starting your business. Tell us about the name of your business? Is there a unique story to this name?

### 2. What is your core?

What is the fundamental reason your company exists beyond making money? The one thing that will never change about your business is its core purpose. Tell us more why you are doing what you do.

### 3. What is your vision?

Where do you see your company 5 years from now? What are your dreams for your business? Your vision should be concrete, an illustration of the future - a picture shared by your entire business

# Brand Words

Choose words that resonates with you and your brand.

ADORABLE ADVENTUROUS APPEALING ARTISTIC ATHLETIC ATTRACTIVE AUTHENTIC BOLD BREATHTAKING BRIGHT  
BUSY CALM CAPABLE CARING CASUAL CHARMING CHEERFUL CHIC CLASSIC CLEVER COLLABORATIVE COLORFUL  
COMFORTABLE CONSERVATIVE CONTEMPORARY CONVENIENT COOL CREATIVE CUSTOM CUTTING EDGE DARING DASHING  
DAZZLING DELICATE DRIVEN DELIGHTFUL DETAILED DRAMATIC DRY DYNAMIC EARTHY ECCENTRIC EFFICIENT ELEGANT  
ELEVATED ENCHANTING ENDEARING ENERGETIC ETHEREAL EXCELLENT EXCITING EXUBERANT FABULOUS FAMILIAR  
FANCY FANTASTIC FASHIONABLE FESTIVE FIERCE FLIRTY FORMAL FRESH FRIENDLY FUN FUNCTIONAL FUTURISTIC  
GLAMOROUS GRACEFUL HIP HISTORIC HONORABLE IMPRESSIVE INDUSTRIAL INFORMAL INNOVATIVE INSPIRING INTENSE  
INVITING LOW MAINTENANCE LIVELY LUSH MAJESTIC MINIMALIST MODERN NATURAL NAUTICAL NOISY NO-NONSENSE  
NOSTALGIC NOVEL OLD ONE-OF-A-KIND ORGANIC PASSIONATE PLAYFUL PLEASANT POWERFUL PROFESSIONAL QUAIN  
QUIRKY RADIANT REBELLIOUS RELAXING RELIABLE RETRO REVOLUTIONARY RITZY ROMANTIC ROYAL RUSTIC SCHOLARLY  
SECURE SERIOUS SILLY SINCERE SLEEK SMART SOOTHING SOPHISTICATED STABLE STRIKING STRONG STUNNING STYLISH  
SWANKY TASTEFUL TRANQUIL TRUSTWORTHY UNCONVENTIONAL UNIQUE UPBEAT URBAN VERSATILE VINTAGE  
WHIMSICAL WILD WISTFUL YOUTHFUL

## YOUR 5 WORDS

Narrow your selection to only 5 words

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## IDENTIFY YOUR DREAM CLIENT AND SERVE THEM WELL.

Having a clear understanding of your ideal client will enable every touch point of your business to be succinct and effective. From your visuals to your marketing to your products or services themselves.

### **1. Who do you want to be working with on a regular basis?**

Describe your ideal client. Think of the kind of client who enables you to create your best work, gives you total creative freedom, or just gets what your brand stands for and resonates with it!

### **2. What are their hopes, dreams, or big goals? How can your brand help them reach those big dreams or goals?**

### **3. How do you want your ideal client to FEEL when they work with you?**

CRAFT YOUR UNIQUE

# Brand Statement

Now that you know who you are, what you do and who you do it for, it's time to create a branding statement. This will help you communicate what makes your brand unique and different than your competitors in a straight forward way. Use the simple branding formula below.

My/Our \_\_\_\_\_

Write one word that describes how your product or service is different.

\_\_\_\_\_  
Your Product or Service: Simply state what you offer. Be sure to keep it short.

helps \_\_\_\_\_

Your dream clients. Describe your ideal clients.

\_\_\_\_\_  
Short Term Benefit: What the client will get or accomplish with your product or service starting with a strong verb.

so you can \_\_\_\_\_

Long Term Benefit: Explain how your product or service will change your customer's life

## SOME EXAMPLES:

Our heartfelt branding & website services helps creative big-dreaming business owners in bringing to light the heart behind their business so they can attract their ideal clients.

My delicate photography helps romantic engaged couples capture the most important day of their life so they can relive the beautiful memories forever.



*congratulations*  
YOU FINISHED THE WORKSHEET

We hope this branding worksheet helped you discover more about your brand. You can infuse what you discovered throughout all of your branding elements; from your visuals to your marketing to your products or services themselves.

We hope that this will help you work with the dream clients that truly enable you to create your best work! And if you need more help in implementing it across every touch point of your business, we would love to help you more, don't hesitate to contact us! Because we believe that your business is meant to grow!

SPEAK SOON!

*kiki & koko*

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