

Branding Exercise Worksheet

WHAT DOES YOUR COMPANY DO

What product or service does your business provide?

HOW DOES YOUR COMPANY DO IT

How is your product/service different from the competition?

WHY DOES YOUR COMPANY DO IT

Why does your company exist? Why does it matter?

Write a full page on a separate page about your company's why.

Take that page and fit it into one paragraph below.

Take the above paragraph and fit it into one sentence.

Take that sentence and fit it into 1-3 words.

Rewrite the full page from that one to three words.

