

+ Let's Brand your business

This week is about understanding **your brand values** and **your customers**.

This way when you are creating your brand (or re-branding), you will know who you should be talking to, and so how you should be looking.

Exercise1: Understand why you are in business

Find out who your competition is, list them and discover what their offer is. Try to find their mission statement. Once you have done this find out what makes you different from them.

Competitor Name	Offering	Mission

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Exercise2: Why are you doing what you do?

To find your business value you need to understand the reason why you are in business. Money isn't the reason is a consequence, no need to write it down. To help you might be useful to look at this video:

https://youtu.be/u4ZoJKF_VuA

Why do I do what I do?

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Exercise3: Find out who is your audience is

After investigating your potential customers make educated guesses and print and fill out as many personas as you need.

Name:

Age:

Job Title:

Income:

Home Status:

Single / Married / Children

Education:

Personality and habits:

Shopping: Impulsive/Reflexive

Likes:

Dislikes:

Social media and papers:

Time spend online:

Goals in life:

How can you help:

Brands their reacts: