

# Pre-Work: Brand Strategy Self-Assessment

Before your coaching session, complete this form and be prepared to discuss it with your business consultant. To see an example, please refer to the “Case Study” document at [chase.com/coaching](https://chase.com/coaching).

Background – in 10 words or fewer, please describe:

## 1. What is your product/service?

## 2. Who is your core customer?

a.) Age

b.) Gender

c.) Geographic Info

d.) Psychographic info (personality, values, activities, interests, opinions)

## 3. What differentiates your products/services from those of your competitors (i.e., your value proposition)?

### Brand Building Blocks Worksheet

Identify your business’s unique offerings (i.e., differentiators from your competition) and complete the chart below:

Characteristics	My Company
Brand attributes	What are the characteristics, benefits, or features of the company that appeal to your customers’ needs?
	What problem does your company solve?
	How do you provide value?



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Characteristics	My Company
Brand personality	What are the consistent, human-like traits (e.g., thoughtful, joyful, straightforward, playful, etc.) that are unique to your brand?
Brand values	What is the purpose behind your company?
	What are the guiding principles that drive your business decisions?
	What is your company passionate about?
Brand positioning	What's unique about what your brand has to offer?
	For <i>(describe your core customer and their problem)</i> ,
	we deliver/offer/provide <i>(solution)</i> ,
	by <i>(unique ways you deliver/offer/provide)</i> ,
	so that <i>(result/benefit/competitive advantage)</i> .

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