

Micro brands worksheet

The better you prepare your brand, the higher the chance of a success. It is all about innovation, to do things in a new way and enhancing a concept all the time. Use the boxes here to become clear about the steps to your brand.

1 Your Idea

2 Your Mission (What you want to do, where, for which target group, how people would benefit of your product or service)

3 Your Values (Each brand has a set of values they use for marketing. Describe here the values you want to involve in your brand)

4 Your Pitch (What you want to do in one or two sentences. This is for a faster and better communication with others)

5 Your Market (Describe your market, your kind customers you want to operate. Research later that special market)

6 Your USP (Unique Sales Point, why customers should prefer your product and not the ones of your competitors)

7 Your Logo (A logo is the face of your brand. Make it simple and strong, especially for a black and white printing)

8 Your Website (Include the backstory of your brand in your website. The richer the content, the more attractive all will be. People like stories)