

# Brand Audit Worksheet I

## *Your Ideal Brand*

<b>Core Components of Branding</b>	<b>Clarity</b>	<b>Consistency</b>	<b>Confirmation</b>
<b>Why?</b> <i>What are your mission and vision for this organization? Why does it exist?</i>			
<b>Brand Story, Core Values &amp; Personality.</b> <i>What is your brand's story? What are the core values your brand holds dear – will never stray from? What is the personality your brand expresses?</i>			
<b>Core Competencies.</b> <i>What can your company do better than anyone? Where does your organization naturally excel?</i>			
<b>Target Market.</b> <i>Who is your target market? What is the problem they most wants to solve? How are you able to solve it? Many organizations, especially non-profits, might have multiple target markets. Ask these questions for each market.</i>			
<b>Competitive Position.</b> <i>Who are your competitors? What are your strengths and weaknesses relative to them in solving your key target market's problems?</i>			
<b>Brand Messaging.</b> <i>Can you articulate your brand's positioning, promise? Good – let's do it here for good measure.</i>			
<b>Marketing Strategy.</b> <i>Who do we market to, how do we reach them, when, and with what message?</i>			
<b>Totals</b>			