Coffee & Candle

Brand Strategy Template

Answer each part in a sentence or two. If you can't answer one, that is where the thinking isn't finished.

1. Purpose

Why does the business exist, beyond making money?

What problem do you solve, and why does it matter?

2. Audience

Who are we for, and who aren't we for?

Describe a real person: their situation, what they're trying to do, what frustrates them and what they do about it now.

3. Market and competitors

Who else do customers consider, and how do they position themselves?

List three to five alternatives, including doing nothing.

4. Positioning

For [audience] who need [need], we're the [category] that [benefit], because [reason to believe].

5. Proof

Why should anyone believe us?

Results, credentials, methods, customers, awards.

6. Values

What do we believe, and what do we do differently because of it?

Three to five specific values.

7. Personality

If the brand were a person, who would it be?

Three or four traits, each with its limit ("warm, but not chatty"). An archetype can help.

8. Core message

What's the one sentence a customer should remember?

It's the roof of your messaging framework.

9. Promise

What can customers always count on?

One line you can actually keep.

10. Goals

What should the brand achieve in the next 12 months, and how will we know?

For example: more good enquiries, bigger average projects, quicker sales, better recognition.

Want a hand with this? Book a free consultation or read the full guide at www.coffeeandcandle.com/blogs/brand-strategy-template.