



DISTINCTIONS
— FOR LIFE —

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BRANDING WORKSHOP

at Profoundry Inner Circle
Thursday, September 12, 2019

PRE-WORKSHOP WORKSHEET

You are going to be asked to share these with the group, so have a short one-sentence answer to each for that sharing. If you want to develop more depth, feel free to do that. If you have more than one business, pick one.

What is your brand currently?

Why does your business exist?

You must know who your customer is, or what your product is, preferably both.

Who is your customer? Or customers?

Write a one-sentence explanation. You can write out a paragraph or two of details if you like.

What is your product?

What are you exchanging for money? How is it delivered?

