

# BRANDING WORKSHEET

Thank you for downloading the Branding Worksheet.  
You're one step closer to accomplishing your branding goals.

Once you've completed this branding worksheet, email it to  
[info@swankcreative.com](mailto:info@swankcreative.com)

We'll follow up with you to book your first complimentary  
60min branding consultation.

Grab some water and a nourishing treat, embrace your  
creativity, and most importantly have fun!

First Name:

Last Name:

Phone:

Email:

Business Name:

Mailing Address:

# BRANDING WORKSHEET

Please describe some goals you'd like to achieve with your branding. What will you be physically putting branding on, and where else do you intend to apply your brand?

# BRANDING WORKSHEET

List three qualities that set your business apart from your competitors. Why are you better? What do you offer that they can't?

**1**

**2**

**3**

# BRANDING WORKSHEET

If you could choose a symbol that best represents YOU, what would it be and why?

What colours in advertisements do you find most attractive?  
(You have permission to scan your feed or flip through your favourite magazine... just set a timer to come back in 5 min please.)

# BRANDING WORKSHEET

List FIVE words that best represent your business:

1

2

3

4

5

# BRANDING WORKSHEET

Name your top THREE favourite brands of all time. Who do you idolize? Which brands have had the biggest influence on you and your life?

**1**

**2**

**3**

# CONGRATULATIONS!

You've completed the SWANK**CREATIVE** Branding Worksheet.

We can't wait to learn about you and how we can help support your branding needs.

## NEXT STEPS:

- 1 SAVE THIS WORKSHEET AS  
INSERTBUSINESSNAME\_SCBRANDINGWORKSHEET.PDF**
- 2 COMPOSE AN EMAIL TO:  
INFO@SWANKCREATIVE.COM**
- 3 ADD THIS PDF AS AN ATTACHMENT AND PRESS *SEND***

**WAIT FOR YOUR EMAIL CONFIRMATION REPLY TO  
BOOK YOUR FREE 60 min BRANDING CONSULTATION  
WITH OUR BRAND MANAGER, KATHRYN PASCUZZO.**