



Brand Blueprint Worksheet

What is Your Story?

Who _____

What _____

Where _____

When _____

Why _____

What is Your Niche?

Who are your customers? _____

What do your customers need? _____

How do you meet their needs? _____

Who are your competitors? _____

Similarities? _____

Differences? _____

Define your niche – Positioning Statement

• (Your Business)

• is the (best, only, a leading, etc) place for

• (type of customer) with

• (specific need) because
