

# BLUESKYPHOENIX LLC

Brand + Marketing Strategy  
Web Design + Development

## Brand Strategy Worksheet

Use this worksheet to help you get clear on your brand and start thinking about how your website can help you serve your clients/customers more effectively. You can share this information with your designer to help them help you create a great brand!

**Claim your free 30 minute strategy session** at <http://blueskyphoenix.com/contact-us/>.

Who are your potential clients/customers? (Hint: Think beyond the obvious answers.)



What makes you stand out? Why should someone choose you?



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What do you want people to think about when they hear your name and see your logo?

- What perceptions do you want them to have?
- What emotions do you want associated with your business?
- What expectations do you want them to have?



Your Business Name: \_\_\_\_\_

Your Mission (What do you do? How do you do it? Who do you do it for? What value do you bring?) — Be specific and try to be concise.

