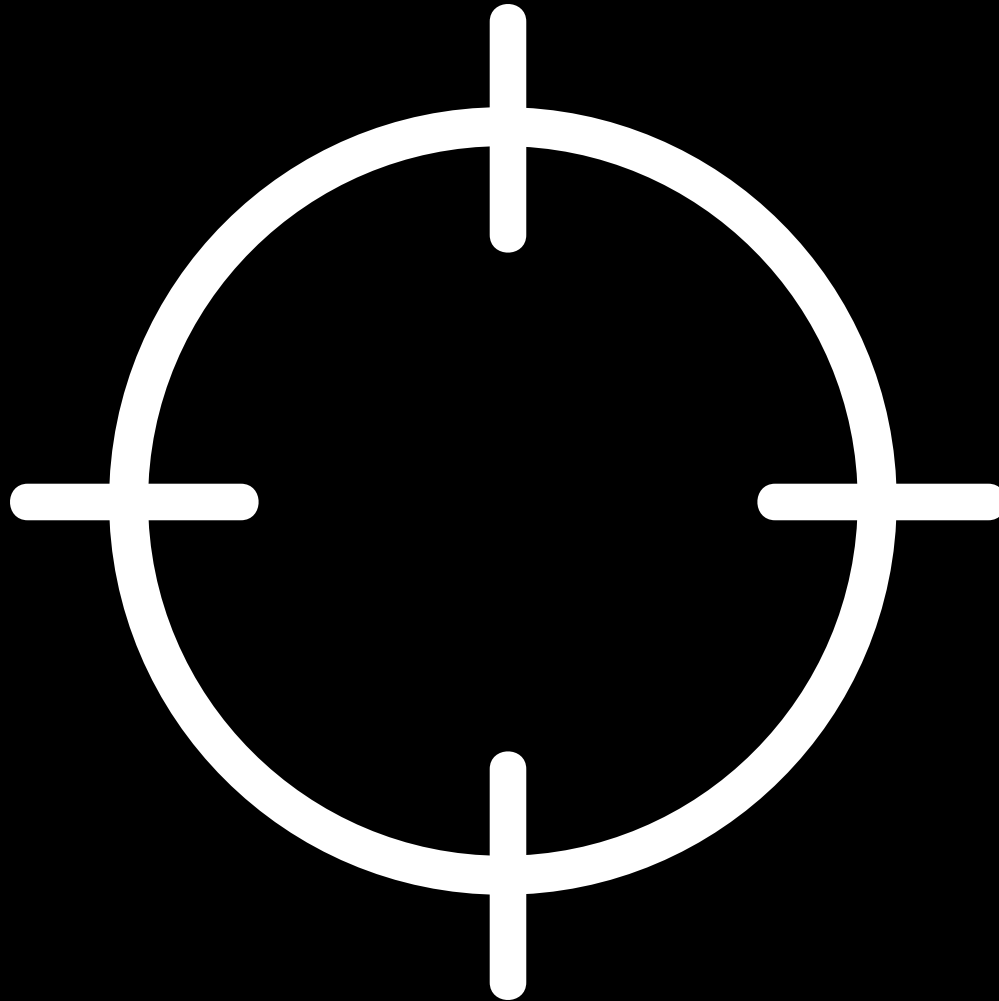


# **My Brand Framework Worksheet**





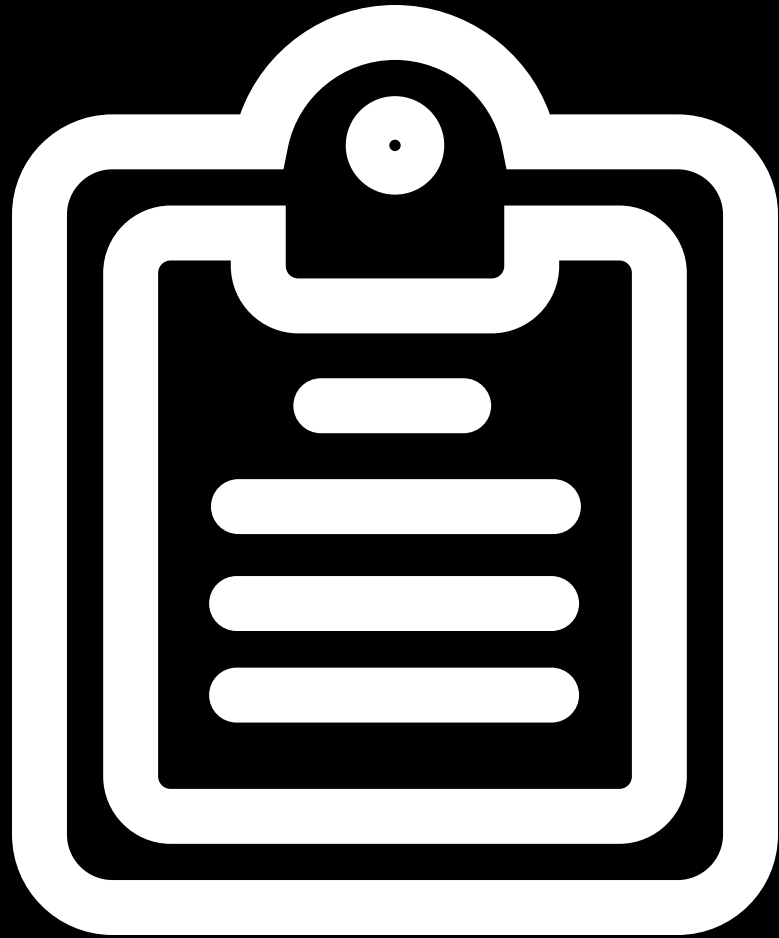
**WHY**  
**(purpose)**

# **My Brand WHY**

**What problem are we solving?**

**Why do we exist?**

**What are our values and beliefs?**



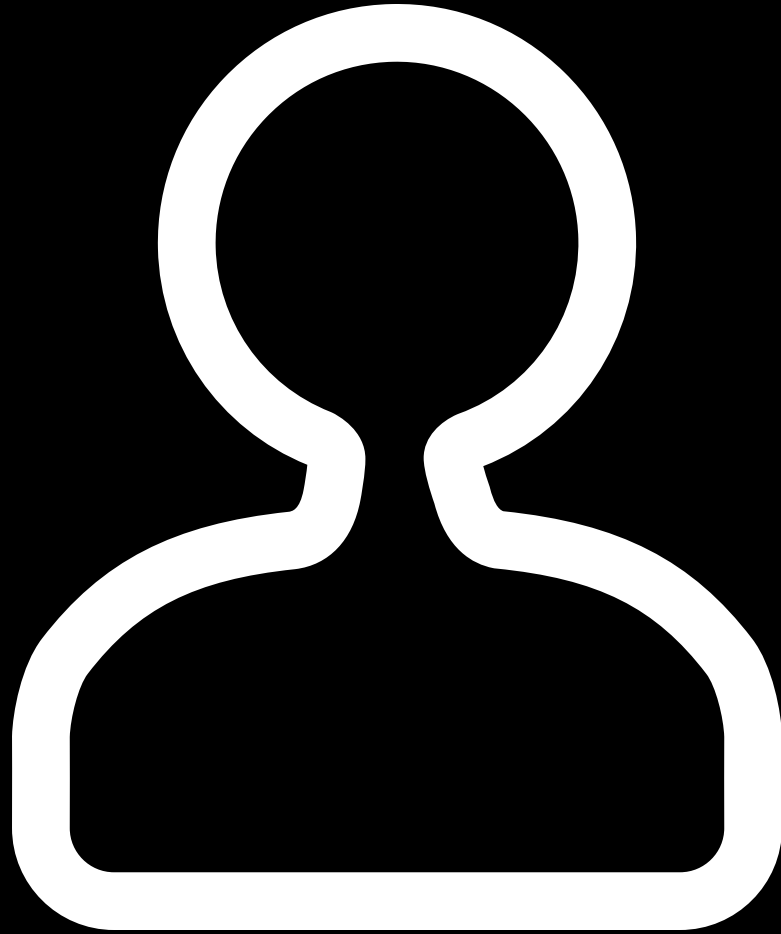
**HOW**  
**(promise)**

# **My Brand HOW**

**How do we solve problems?**

**What does our experience look like?**

**How do we want our clients to feel?**

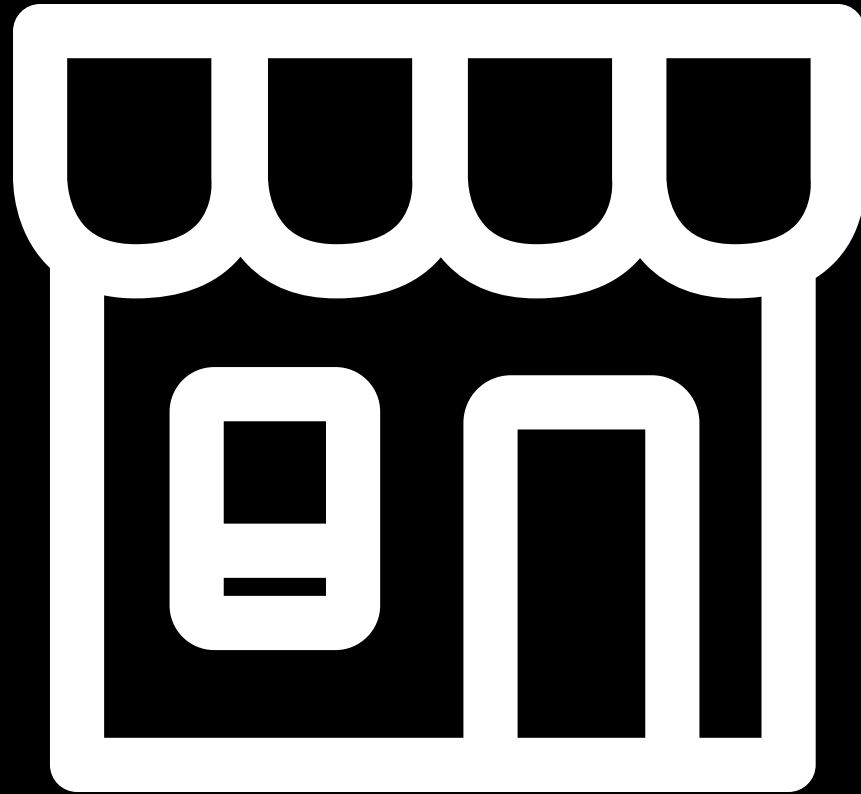


**WHO**  
**(people)**

# **My Brand WHO**

**Who are we solving problems for?**

**What do they value and believe?**



**WHAT**  
**(product/service)**



# **My Brand WHAT**

**What services do we offer?**

A large, solid white rectangular box intended for listing the services offered by the brand.A second large, solid white rectangular box, identical to the one above, for listing services.

**What products do we offer?**

A large, solid white rectangular box intended for listing the products offered by the brand.