# Simple Branding Process

## Your Vision

**What do you want to achieve? If you could wave a magic wand and create anything you wanted, what would your business look like:**

**In 10 years?**

**In 5 years?**

**In 2 years?**

## Your Strengths and Weaknesses

**What are your greatest strengths?**

**What are your greatest weaknesses?**

## Your Attributes

**What words would you like your ideal customers to use when describing you?**

## Your Positioning

**Who would you really like to be seen with? Of whom would you like to remind people?**

**Who are your professional heroes?**

**Who would you most emphatically like NOT to be seen the same as? Who, if people said you remind them of this person, it would really bother you?**

## Your Passions

**What do you love to do most?**

**What inspires you?**

**What do you hate to do most?**

**What really pisses you off?**

## Your Ideal Customers

**Who are your ideal customers? With whom would you really like to do business? (Size of business, location, industry, etc.)**

**What value do you bring to them? Why would they want to hire you?**

## The Bottom Line

**What do you want your customers and partners to think and feel every time they come into contact with you?**