

PRE-WORK

Building Your Brand Strategy

Before your coaching session, complete this form and be prepared to discuss it with your business consultant. To see an example, please refer to the “Case Study” document at chase.com/Coaching.

Background — in ten words or less, please describe:

1. What is your product/service?

2. Who is your core customer?

a) Age

b) Gender

c) Geographic info

d) Psychographic info (personality, values, activities, interests, opinions)

3. What is your value proposition? (i.e., what differentiates your company from your competitors?)

Brand building blocks worksheet

Identify your business's unique offerings (i.e., differentiators from your competition) and complete the chart below:

Category	My company
Brand attributes What are the characteristics, benefits, or features of the company that appeal to your customers' needs?	
What problem does your company solve?	
How do you provide value?	

Category		My company
Brand personality	What are the consistent, human-like traits (e.g., thoughtful, joyful, straightforward, playful, etc.) that are unique to your brand?	
	What is the purpose behind your company?	
Brand values	What are the guiding principles that drive your business decisions?	
	What is your company passionate about?	

Brand positioning exercise

Establish your brand positioning by filling in the blanks below:

For *(describe your core customer and their problem),*

we *(deliver/offer/provide)* *(solution)*



by *(unique ways to deliver/offer/provide)*

so that *(result/benefit/competitive advantage)*

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