



Boost Your Business Worksheet

Refresh your Marketing and set Business Growth Goals in 2021

Who are you and WHY are you in business?

Your Brand

How do you identify yourself? How does your audience identify you?

- List 3 adjectives that describe your brand

- Are you operating differently now, due to COVID? Explain.

- Do you need a refresh? New messaging? Brand update?

Establish Audience

What's most important to your audience?

- Who are you trying to reach?

- Are you looking to educate, get the audience thinking, elicit a response, or create a clear call-to-action?
What is the desired tone?



- Is your audience-focus: current clients, new customers, employees, stakeholders? *(let's get content specific!)*

Key Messages

Perfecting and Promoting your message.

- WHY are you unique?

- What are the benefits/value-add of using your product or service?

- What problems/pain points do you resolve?



Goals

Where do I want this to take my business?

- Identify needs and wants. (new/bigger audience, promote new product/service)

- What action do you want your audience to take? What feelings or emotions would you like to create?

- Find Examples. Is there an example that captures the style/feel you're looking for in your marketing?

We hope you have a clearer sense of where your business can grow in 2021!

Who you are and WHY you're in business helps us to get to the heart of your unique story...

Click [HERE](#) to find out more about our **Boost Your Business** promotional video package!