

# Brand Development Worksheet

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*These questions are designed to get you thinking about what differentiates you from the crowd. There are no right answers. You may come back to the questions over time.*

**What are my deepest held beliefs about the benefit of my work?**

**What values do I hold that have given me strength throughout my life?**

**If I could reach the world with just one message, what would it be?**

**If I could reach just one audience with that message, who would it be?**

**What benefit do I bring to every relationship I have?**

**What are my weaknesses in business and life?**

*This question can help you see what you should not build your brand around.*