



Developing an Impactful Business Brand Worksheet

Your Business Brand Advantage

This worksheet is interactive for your convenience. You can fill it in electronically or print it out.

Your Business Brand Advantage



01 ASSESS

Current Reality

Using LinkedIn, Google, websites and AI-powered tools to explore your current business brand reality and identify opportunities to develop a business brand advantage.

>> **Self-Assessment**

>> **Digital Presence Review**

02 PLAN

Foundations

Identifying the strategic value of business branding and reviewing the building blocks of an impactful business brand.

>> **4C's Review**

>> **Business Brand Statement**

03 GROW

Action Plan

Setting business branding goals, identifying key audiences and channels of communication, and choosing 3 practical steps to implement over the next 90 days.

>> **90-day Brand Action Plan**

My Business Brand Advantage

Reviewing your business digital presence

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What is my digital presence?

Using AI, Search Engine, LinkedIn, Company Website

AI Prompt 1: Who is [business name]

AI Prompt 2: Who is [business name] + [unique identifier, e.g. from location]

AI Prompt 3: Is [your business name] good to work with?
Would you recommend working with [your business name]?

Google Search 1: [your business name]

Google Search 2: [your business name] + [unique identifier, e.g. from location]

LinkedIn 1: Your business page

LinkedIn 2: Your personal page / Team members pages

Website 1: Your business website

Website 2: Any website your business may be on

Other AI Tools: Sierra Digital Health Check

<https://health-check.sierramarketing.com.au>

Observations – What is working, not working, opportunities and things to work on...

My business brand is consistent:

	Yes	or	No
Review across channels e.g. LinkedIn, website, events	Core messages	<input type="checkbox"/>	<input type="checkbox"/>
	Tone of voice	<input type="checkbox"/>	<input type="checkbox"/>
	Story	<input type="checkbox"/>	<input type="checkbox"/>
	Look and feel	<input type="checkbox"/>	<input type="checkbox"/>

Notes

My Business Brand Advantage

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Assessing the Strength of Your Business Brand and Identifying Areas of Opportunity

DATE:

PERFORMANCE FACTORS	RATE	WHAT'S WORKING	WHAT'S NOT WORKING
◆ TRUST & INFLUENCE			
◆ POINT OF DIFFERENCE			
◆ VISIBILITY & REACH			
◆ BUSINESS IMPACT			

>> OVERALL STRENGTH

ACCOUNTABILITY PARTNER:

IMPLEMENTATION SUPPORT:

NEXT REVIEW DATE:

My Business Brand Foundations



1) Clarity – *What I want my business to be known for*

What is my business purpose? *(Vision)*

Who is my audience?
(Target)

What is the role my business plays for them?
(Mission)

What does my business stand for? *(Values)*

What sets my business apart from other businesses in my space? *(Differentiation)*

>> 3 words or sentences that capture "my business" *(Positioning Statement)*

- 1)
- 2)
- 3)

2) Consistency – *How my brand aligns across communication channels*

What is my business story? *1 short paragraph or a few key points.*

What are my core messages? *In 3-5 sentences. (Supporting Statements)*

What is my tone of voice? *In 3-5 words that define your business communication style.*

Describe your business brand look and feel.

My Business Brand Foundations



3) Content – *How my business communicates and engages its audience*

What written content does my business use?

(e.g. articles, posts, emails...)

What visual content does my business use?

(e.g. photos, videos, infographics, animations...)

What audio content does my business use?

(e.g. interviews, podcast...)

What interactive content does my business use?

(e.g. webinars, events, live panels, keynotes...)

4) Connection – *How my business builds relationships and a community*

How does my business build relationships with internal stakeholders?

(e.g. SLT, staff, board...)

How does my business build relationships with external stakeholders?

(e.g. media, customers...)

How does my business build relationships with professional networks?

(e.g. associations, GBs...)

How does my business build relationships with advocates?

(e.g. investors, industry peers...)

My Business Brand Foundations

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My Business Brand Statement

My business *[what you do / your mission]*

for *[who your help / your target]*

by *[how you do it / differentiation]*

so they can *[the impact].*

Notes

My Business Brand Foundations

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Developing your Business Brand Statement with AI.

AI Prompt 1: For [Business Name and url] Help me create a clear, concise business brand statement that highlights who my business is, what unique value and expertise my business offers, who my business target audience is, and the impact my business aims to create now and in the future. Use a confident and authentic tone suitable for LinkedIn and executive communications. The statement must be 1-2 sentences that are memorable and position my business as a trusted partner that people want to engage with. You can use the following formula:

[My business name] [role] in [industry]

My business core strengths are [positioning statements]

What sets my business apart is [differentiation]

My target audience includes [audience segments or cluster]

My business [mission] and aim to [vision]

AI Prompt 2: Please provide a couple more variations including some that focus more on [positioning statement / core message / value / tone]

My Business Brand Statement

My Business Brand 90-day Action Plan

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My Business Brand Goals

e.g. Thought Leadership, Talent Attraction, Investor Trust, Business Development...



My Target Audience

Who I am trying to influence. e.g. clients, employees, industry peers, investors... - What are their needs, interest or problems?



My Channels of Communication

Where is my audience?



My Actions – Practical Steps to Implement over the Next 90 Days

Problem	Action	Desired Outcome
<i>e.g. Low visibility on AI-search results, poor rating on google...</i>	<i>e.g. Launching a LinkedIn newsletter, Implementing SEO for AI-search results,...</i>	<i>e.g. Increased reach, improved trust and credibility...</i>
1)		
2)		
3)		
Other:		



Let's Connect!

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If you have any questions,
or need further support for your business, contact us via:

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