

Brainstorming brand ideas is an essential step to developing a unique brand that truly reflects your business. If possible, bring in others to help — whether that's your business partner, your spouse or your employees, if you have them. The more people put their heads together, the more and better ideas you can generate.

Brainstorming is emotional, not rational. While you should have information from your market research in mind while brainstorming, it's important to be creative. Free associate and don't be shy about putting down any ideas that pop into your mind. Remember, when brainstorming, there are no wrong answers.

Use this fillable worksheet to record your ideas by typing next to the bullets below:

WHAT DOES YOUR COMPANY DO? CAN YOU CONDENSE THIS INTO JUST A FEW BULLET POINTS OR SENTENCES?

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WHY DOES YOUR COMPANY DO WHAT IT DOES? THIS QUESTION WILL HELP YOU UNCOVER THE PASSION BEHIND YOUR BUSINESS.

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WHAT INDUSTRY ARE YOU IN? GO BEYOND THE OBVIOUS. FOR EXAMPLE, IF YOU OWN AN ECOMMERCE WEBSITE CATERING TO MOMS, YOUR INDUSTRY COULD BE CONVENIENCE OR CHILDREN AS WELL AS ECOMMERCE.

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WHAT'S YOUR UNIQUE SELLING PROPOSITION (USP)? WHAT DOES YOUR BUSINESS DO DIFFERENTLY THAN THE COMPETITION — WHAT DO YOU OFFER THAT NO ONE ELSE DOES?

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HOW WOULD YOU DESCRIBE YOUR TARGET CUSTOMERS? WHAT ARE THEIR INTERESTS, PASSIONS, NEEDS, PERSONALITIES?

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HOW WOULD YOU DESCRIBE YOUR PRODUCT OR SERVICE?

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WHAT ARE THE FEATURES (ATTRIBUTES) OF YOUR PRODUCT OR SERVICE?

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WHAT ARE THE BENEFITS OF YOUR PRODUCT OR SERVICE? (WHAT NEEDS DOES IT FULFILL FOR YOUR CUSTOMERS?)

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WHAT IS THE "PERSONALITY" OF YOUR BUSINESS?

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IF YOUR BRAND WERE A PERSON, WHO WOULD IT BE? THIS COULD BE A TYPE OF PERSON, OR A FAMOUS CELEBRITY.

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