



BRANDING PLAN OF ACTION WORKSHEET

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Audience Actions

What do you want your audiences to do with what you provide? Hint: Be specific. (Once you know the what, you will understand the how.)

Action 1	Action 2	Action 3
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Define Problem & Solution

What are the 3 main problems that you are solving? Hint: Why did you start your business in the first place?

Key Differentiators

What sets you apart from other organizations in the same industry/practice? Hint: What do you offer that others do not/what do you offer that others do, but you do better?

Differentiator 1	Differentiator 2	Differentiator 3
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Top Level Messaging

What are your top 3 consistent messages? Hint: You know the actions that you want people to take. What messages help them become involved with that action? What is the benefit? Use your key differentiators.

Tone of Voice

How do you want people to feel when reading your content/interacting with your brand? Eg.: Sense of Urgency, Calm, Community, Energetic, Fun, Serious, etc.

TOV 1	TOV 2	TOV 3
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Define Your Audience (Ongoing)

Who needs to interact with your content? Hint: You are solving a problem/providing a solution. Who needs the solution?

Demographics (people's lifestyles, habits, population movements, spending, age, social grade, employment):

Psychographics (lifestyles and behaviors, what interests them, what they hold valuable and how they behave):



Geographics (locations, region, state, city of audiences):

Technographics (technical usage/what your audience interacts with/is comfortable using/how they use it):