

# Brand Mapping Worksheet

Creating a brand that speaks to your target audience is essential in today's competitive market. Use this handy worksheet to map out your brand and get laser-focused on who you are, the value you provide and ways to improve.

Business Name:

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**What is your business's mission statement?**

**What is your business's core values?**

**What do your customers and prospects already think of your business?**

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## Brand Mapping Worksheet cont.

**What are the benefits and features of your products or services?**

**What qualities do you want your audience to associate with your business?**

**Jot down some possible taglines that you think will tell your story.**

## Brand Mapping Worksheet cont.

**Do some competitor research and see how they are presenting their brand.**

**Make notes on your findings below.**

**Brainstorm some ideas that will help you effectively communicate your vision.**

## Brand Mapping Worksheet cont.

### MAPPING YOUR CUSTOMER'S MINDSET

**On a scale from one to ten, ten being the highest rated, rate the following areas of your brand's reputation and audience awareness. It's important to be honest.**

Do they know you exist? Are they aware of your company?

Notes:

Do they have a clear understanding of what you offer?

Notes:

Do they have any negative impressions of your business?

Notes:

Do they have any positive impressions of your business?

Notes:

Do they see you as trustworthy enough to buy from?

Notes:

## Brand Mapping Worksheet cont.

### MAPPING YOUR CUSTOMER'S MINDSET

On a scale from one to ten, ten being the highest rated, rate how well you're communicating in the following areas.

**Quality** – How well do your products satisfy customer needs?

**Value** – Do your customers put a high value on what you offer?

**Visual** – Is your business/products visually appealing to consumers?

**Senses** – Can you use smell, taste, touch and sound can make an impression?

**Personality** – Can consumers relate to your business on a personal level?

**Emotion** – Does your business appeal to consumers emotional state and needs?

**Notes:**

## Brand Mapping Worksheet cont.

### VISUALS & PRESENCE

**On a scale from one to ten, ten being the highest rated, rate how well you're brand's visual elements and online presence are doing.**

**Logo & Print Materials** – Does your logo visually represent the brand you are trying to achieve?

Areas of improvement:

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**Website** – Does your website represent the brand you are trying to achieve?

Areas of improvement:

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**Social Media** – Does your social media profiles represent the brand you are trying to achieve?

Areas of improvement: