



ABOUT ME AND MY BRAND

A few words which describe my brand's personality:

My brand's values are:

The basis of my brand:

My logo represents

My tagline is

My elevator pitch is/would be

The 5 problems my Brand solves are

1.

2.

3.

4.

5.



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I solve these problems by

My ideal client is

- Persona Name:
- Picture:
- Age:
- Location:
- Gender:
- Persona Description:
- Why this person visits my site:

Why I am / my business is different:

My own background is special because:

I have / my business has these special things to offer clients:



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My keywords are:

1. _____
2. _____
3. _____
4. _____
5. _____

Topics which are important in my niche are: (for blogs and articles)

1. _____
2. _____
3. _____
4. _____
5. _____

Topics I prefer not to discuss are: (for blogs and articles)

1. _____
2. _____
3. _____
4. _____
5. _____

Is there anything else we need to know?

Your name: _____

Your URL: _____