

# BrandPlan Checklist



**“Why should they choose us?”** Your answer could make or break your business. You may feel confident to begin checking items off this list right away. However, the goal is clarity, not completion. This checklist allows you to work at your own pace to share the unique value of your business beyond your products and services. If you prefer a guide through this framework, you may apply to work with us at [sdidentity.com/contact](https://sdidentity.com/contact).

## Who are we?

- ☐ What is our unique story?
- ☐ What inspired us to get into this business?
- ☐ Why does our company need to exist?
- ☐ What beliefs are motivating us?
- ☐ Where are we going?
- ☐ What do we hope to be known for?

## What are the alternatives?

- ☐ Who offers the same things?
- ☐ Who offers something similar?
- ☐ What is the competition best at?
- ☐ What words do they own?
- ☐ What audience do they target?
- ☐ What advantages do we have?

## Who are they?

- ☐ Who are the best customers for our business?
- ☐ How do our customers think?
- ☐ How does our company make them feel?
- ☐ What challenges do they face every day?
- ☐ What outcomes do our customers want?
- ☐ How might we improve their experience?

## How are we different?

- ☐ What value do our products offer?
- ☐ What do we do unlike our competitors?
- ☐ How do we hope to be perceived?
- ☐ How do we speak?
- ☐ What is our personality?
- ☐ What do we look like?

