



Building Strong Brand Pillars
for Your Small Business

WORKSHEET

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Business Name: _____

Instructions: In this worksheet, you will work through the process of identifying and defining your business's brand pillars. Brand pillars are the core values and key attributes that make your brand unique and serve as the foundation for your brand's identity, strategy, and customer relationships.

#1) Core Values and Purpose: What is the deeper purpose of your business beyond making a profit? What impact do you want to have on the world?

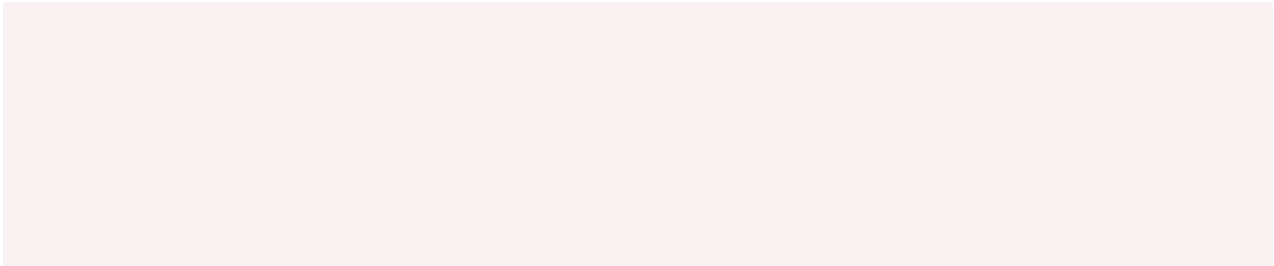
#2) Values and Ethics: List the core values that are important to your business and align with your target audience.

#3) Unique Value Proposition: What sets your business apart from your competitors? What unique promise or benefit do you offer to your customers?

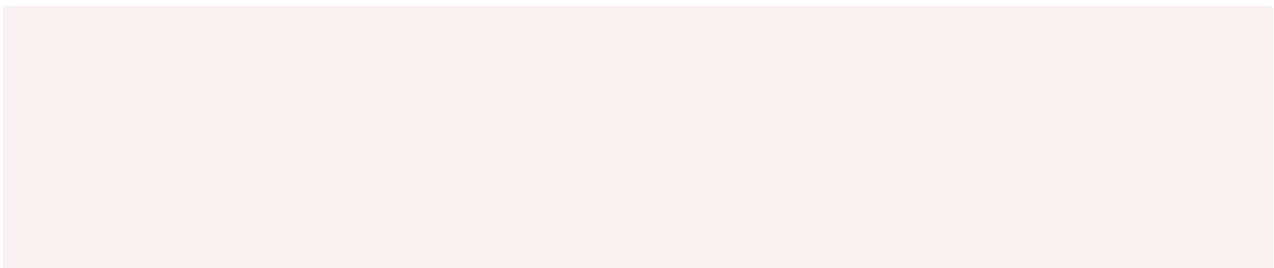
#4) Consistency: How can you ensure a consistent brand experience across different touchpoints (visuals, messaging, etc.)?

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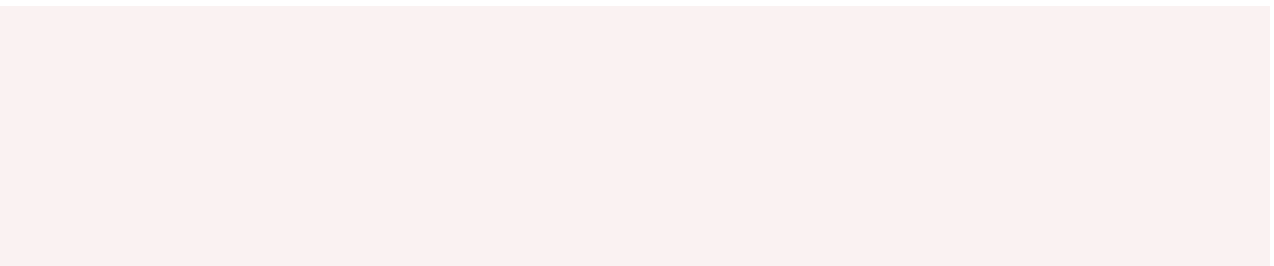
#5) Emotional Connection: How can you create an emotional connection with your audience through storytelling and relatable content?



#6) Innovation: How can your business prioritize innovation and adaptability to cater to shifting customer needs?



#7) Customer-Centricity: How will you prioritize customer needs, feedback, and satisfaction in your business operations?



#8) Employee Engagement: How can you nurture a positive internal culture that will positively impact customer interactions and brand perception?

