

Target Market

Market Name :

Demographics

Desired Project Types

①

②

③

④

⑤

⑥

Typical Client Budget : _____

Client Needs & Motivation : _____

Industry/Niche : _____

Your Unique Selling Proposition (USP) : _____

Your Target Market : _____

Competitor Analysis

1. IDENTIFY COMPETITOR

COMPETITOR			
PRODUCT/SERVICE			
USP			

2. COMPETITOR STRATEGIES

WHAT ARE SOME KEY STRATEGIES MY COMPETITORS USE?

HOW CAN I DIFFERENTIATE MYSELF? WHAT CAN I DO BETTER?

Mission Statement

WHO DO YOU SERVE & WHAT DO THEY NEED MOST FROM YOU?

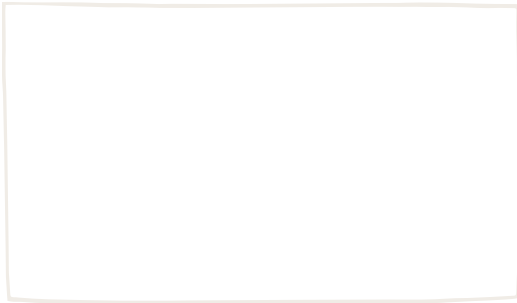
WHAT UNIQUE SOLUTION, SERVICE, OR PERSPECTIVE DO YOU OFFER THAT MAKES A REAL DIFFERENCE?

WHAT DEEPER IMPACT OR CHANGE ARE YOU HOPING TO CREATE THROUGH YOUR WORK?

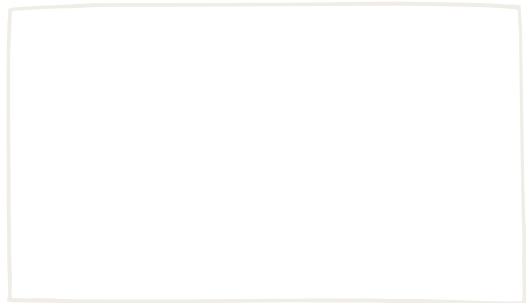
NOW BRING IT ALL TOGETHER TO DRAFT YOUR MISSION STATEMENT:

Brand Kit

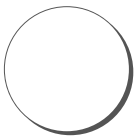
LOGO



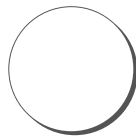
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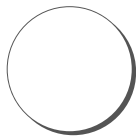
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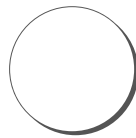
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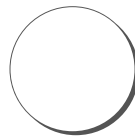
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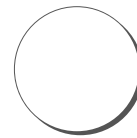
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TAGLINE

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NICHE

MISSION

HASHTAGS
