

# REBRANDING WORKSHEET

## Step 1: Start Here

Why do you want to rebrand?

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## Step 2: Write Down Goals

Write your SMART goal(s) (specific, measurable, achievable, realistic, timely):

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## Step 3: Describe Your Brand's Personality

How would each of the following describe your brand TODAY? (Write three words.)

Your Customers:

Your Employees:

Ownership/Investors

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How do you WANT each of the following to describe your brand?

Your Customers:

Your Employees:

Ownership/Investors

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## Step 4: Mission Statement

What is your current mission statement?

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What is your NEW mission statement after rebrand?

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## Step 5: Include Your Customers

List the customer-facing changes/tactics that will be part of this rebranding campaign.

New Logo

New Program/Promotion

New Name

Hype Campaign on Social Media

New Tagline

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Redesigned Website

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New Website Feature

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