

REBRANDING WORKSHEET

for Small Businesses

Part 1: The Why

WHY DO YOU WANT TO REBRAND? (CHECK ALL THAT APPLY)	
<input type="checkbox"/> MY BUSINESS HAS EVOLVED AND MY BRAND NO LONGER REFLECTS WHAT I DO	<input type="checkbox"/> I'M BLENDING IN WITH MY COMPETITORS INSTEAD OF STANDING OUT
<input type="checkbox"/> SALES HAVE PLATEAUED OR DECLINED	<input type="checkbox"/> I WANT TO REACH A NEW OR EXPANDED AUDIENCE
<input type="checkbox"/> A MAJOR BUSINESS CHANGE IS COMING (NEW LOCATION, SERVICE, NAME, ETC.)	<input type="checkbox"/> OTHER:
DESCRIBE THE PROBLEM YOUR CURRENT BRAND HAS IN YOUR OWN WORDS:	
WHAT DOES SUCCESS LOOK LIKE AFTER THIS REBRAND?	

Part 2: The Goals

LIST 2-3 SPECIFIC, MEASURABLE GOALS FOR YOUR REBRAND:	
1.	
2.	
3.	
HOW WILL YOU TRACK PROGRESS TOWARD EACH GOAL?	
1.	
2.	
3.	
TARGET LAUNCH DATE:	

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Part 3: Your Foundation

YOUR MISSION STATEMENT (WHAT YOU DO AND WHO YOU DO IT FOR):	
YOUR CORE VALUES (WHAT YOUR BUSINESS STANDS FOR, NON-NEGOTIABLES):	
1. 2. 3.	
YOUR POSITIONING (WHY CUSTOMERS SHOULD CHOOSE YOU OVER COMPETITORS, BE SPECIFIC):	
YOUR BRAND VOICE (CIRCLE OR HIGHLIGHT WHAT FITS):	
FORMAL / CONVERSATIONAL / PLAYFUL / AUTHORITATIVE / WARM / EDGY / BOLD / APPROACHABLE	
ANY WORDS THAT DESCRIBE HOW YOUR BRAND SHOULD SOUND:	

Part 4: Your Audience

WHO IS YOUR PRIMARY TARGET CUSTOMER?
HAS YOUR TARGET AUDIENCE CHANGED OR EXPANDED? IF SO, HOW?
WHERE DOES YOUR AUDIENCE SPEND TIME ONLINE?
WHAT DO THEY CARE MOST ABOUT WHEN CHOOSING A BUSINESS LIKE YOURS?

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Part 5: The Rebrand Scope

WHICH OF THESE ARE CHANGING? CHECK ALL THAT APPLY:	
<input type="radio"/> BUSINESS NAME	<input type="radio"/> LOGO AND VISUAL IDENTITY
<input type="radio"/> BRAND COLORS AND TYPOGRAPHY	<input type="radio"/> WEBSITE
<input type="radio"/> BRAND MESSAGING AND TAGLINE	<input type="radio"/> TONE OF VOICE
<input type="radio"/> TARGET AUDIENCE	<input type="radio"/> MISSION OR VALUES
<input type="radio"/> CUSTOMER EXPERIENCE OR PROCESSES	<input type="radio"/> SOCIAL MEDIA PRESENCE
OTHER:	
WHAT IS STAYING THE SAME?	

Part 6: Your Customers

HOW WILL YOU ANNOUNCE THE REBRAND TO YOUR EXISTING CUSTOMERS?
WHAT IMPROVEMENT TO THEIR EXPERIENCE CAN YOU LAUNCH ALONGSIDE THE REBRAND?
HOW WILL YOU CREATE BUZZ BEFORE THE LAUNCH?

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Part 7: Your Team

WHO NEEDS TO BE INVOLVED IN THE REBRANDING PROCESS?	
WHO IS RESPONSIBLE FOR EACH PIECE?	
TASK:	OWNER:
HOW AND WHEN WILL YOU COMMUNICATE THE REBRAND TO YOUR FULL TEAM BEFORE LAUNCH?	

Part 8: Post Launch

HOW WILL YOU TRACK SUCCESS AFTER LAUNCH?
WHEN WILL YOU CHECK IN ON YOUR GOALS?
<input type="radio"/> 30 DAYS <input type="radio"/> 60 DAYS <input type="radio"/> 90 DAYS <input type="radio"/> 6 MONTHS
NOTES: