



Self Discovery/Branding Worksheet

What are you currently an expert in, or what would you like to become an expert at?

What is your biggest problem or passion?

What area of your life do you want improve of change?

How does your expertise/talents/problems/passion/self improvement relate to your business opportunity/product?

Who shares the same passions, problems, and interests as you? What products and services to they buy?

List the top 3-5 existing businesses who are currently serving this market

- 1.
- 2.
- 3.
- 4.
- 5.

What are they doing really well? What do you like about their business? Why do you think people buy their product or service?

What would your business do differently, or better? List 3-5 ways you can set yourself apart and be unique.

- 1.
- 2.
- 3.
- 4.
- 5.

List 10 potential business names and the domain name. Make sure it is easy to spell and say.

- 1.
- 2.
- 3.
- 4.
- 5.

6.

7.

8.

9.

10.

Some things to keep in mind when choosing your name:

Does the name allow for future growth, what is the size of your vision, is the domain name available, are there any trademark issues, is it easy to spell and say (avoid numbers example: Just4you.com vs. JustForyou.com vs. JustFourYou.com)?

What is your business name?

1.