



# Worksheets

Evaluating your brand

Name \_\_\_\_\_  
Date \_\_\_\_\_

## Defining your brand: Critical questions to answer

What is your company's mission statement – your Why?

Your mission is your North Star. It determines your business' vision and helps customers understand what you do. Mission statements should be clear, concise and short. GoDaddy Example: GoDaddy's mission is to empower entrepreneurs everywhere, making opportunity more inclusive for all.

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What are the core benefits of your product/service?

The benefits of your product/service should convince customers why they should choose yours. Start by identifying the qualities of your product/service that differentiate it from others.

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Is someone else already doing what you're doing?

There is competition everywhere when running a business. Think locally and online. Look at their sites, paying attention to their missions and products.

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How are you different?

Why would someone choose you over your competition?

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What do customers and prospects already think of your brand?

What have your customers or acquaintances said about your brand or brand concept? Their firsthand impressions can help shape your brand's defining characteristics.

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What qualities do you want your customers to associate with your brand?

There is competition everywhere when running a business. What characteristics make your brand different and how would you like customers to view your brand?

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### Choosing the right domain name

When people search for products or services online, the search results include a list of websites identified by their domain names. Your business should be on that list!

First, let's take a second to define your business to help select a domain name.

#### **Business name (if applicable)**

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#### **Industry: (E.g.: Landscaping)**

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#### **Services: (E.g. Lawn Care)**

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#### **Products: (E.g. Fertilizer)**

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#### **Geographic location (If applicable): (E.g.: Los Angeles)**

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#### **Words that describe your services: (E.g.: Speedy)**

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#### **Words that describe your brand's personality (E.g. Whimsical, warmhearted, irreverent)**

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### **Brainstorm your domain name**

Now that you have a solid list of words, try combining them to create a memorable domain name. Remember, the shorter the domain, the better. You don't want customers to mistype your domain and end up on the wrong site. Be sure to search the domain name on GoDaddy.com to ensure that it isn't already registered to someone else. Have fun when you're brainstorming — sometimes unexpected combinations can generate the perfect name.

Domain idea #1

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Domain idea #2

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Domain idea #3

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Domain idea #4

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Domain idea #5

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