



In the space below, write down 5 traits or characteristics you think your customer wants from your business. If you're having trouble, think of a brand you love, what it represents to you, and why you love it. Why will your customers love your business?

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

Next, write down 5 keywords or phrases you would use to describe your business to others. Don't forget to focus on those tangible things, like the beliefs and values that connect you to your customers.

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

Do the things you want to communicate about your business line up with the things your customers want from you? If not, how can you better align those two things?