

# Branding + Messaging

## WORKSHEET

What are your customer's pain points?

1

2

3

4

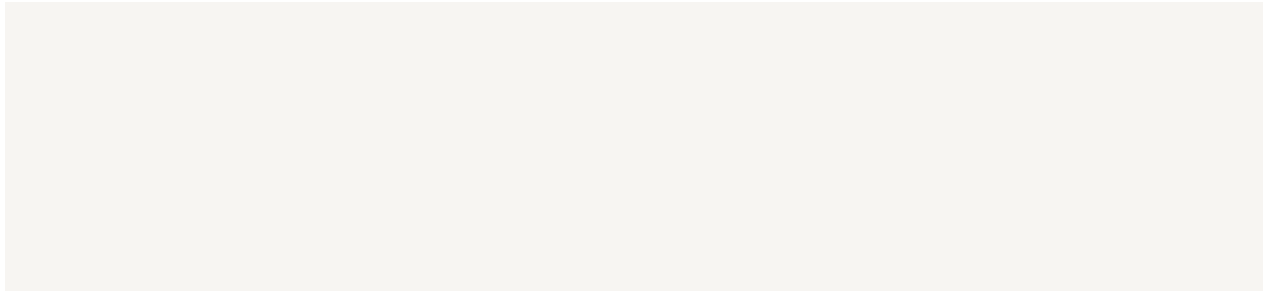
5

How can your products and/or services solve these problems?

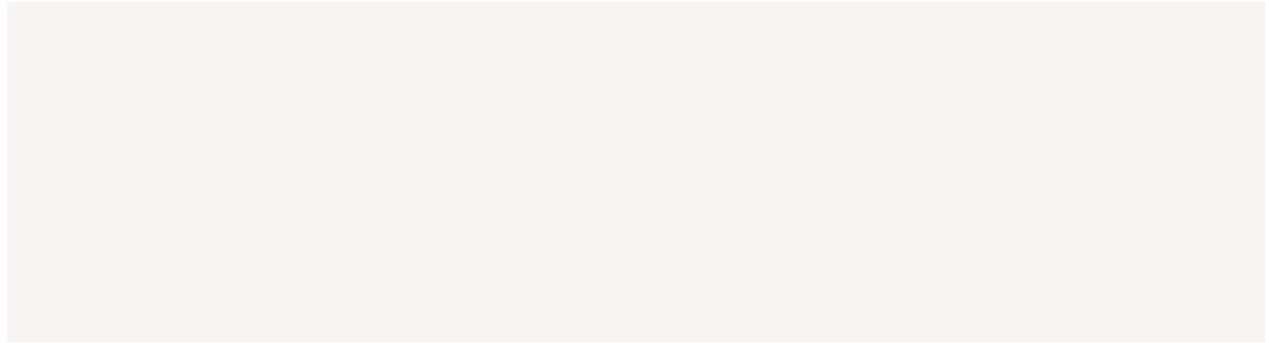
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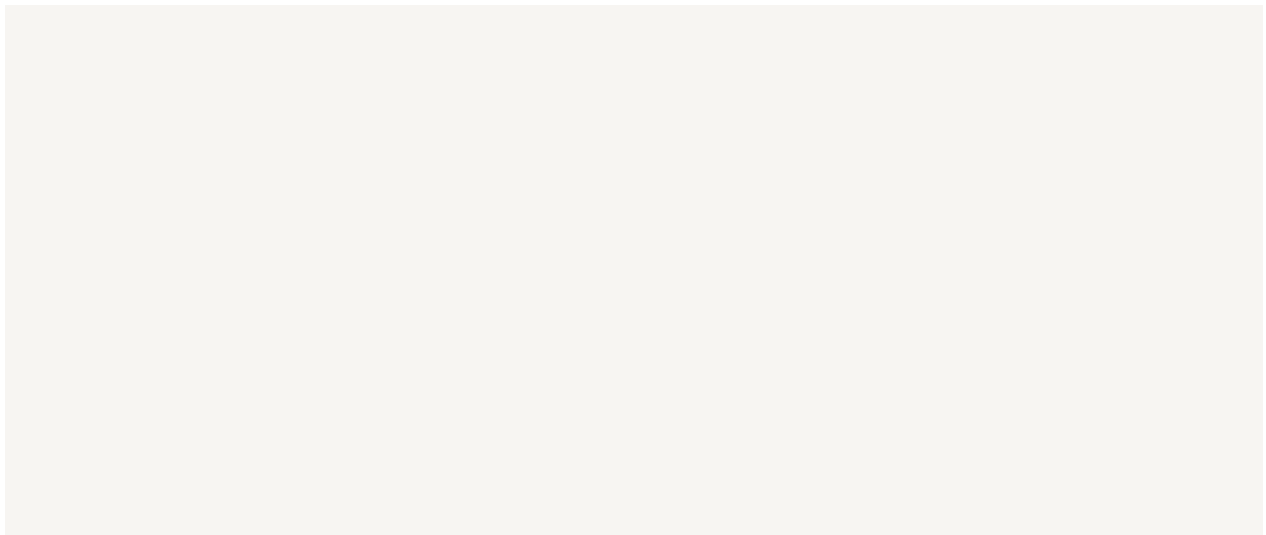
Think about barriers they might face i.e. the cost of your products/services, time, etc.



How can you address these barriers?



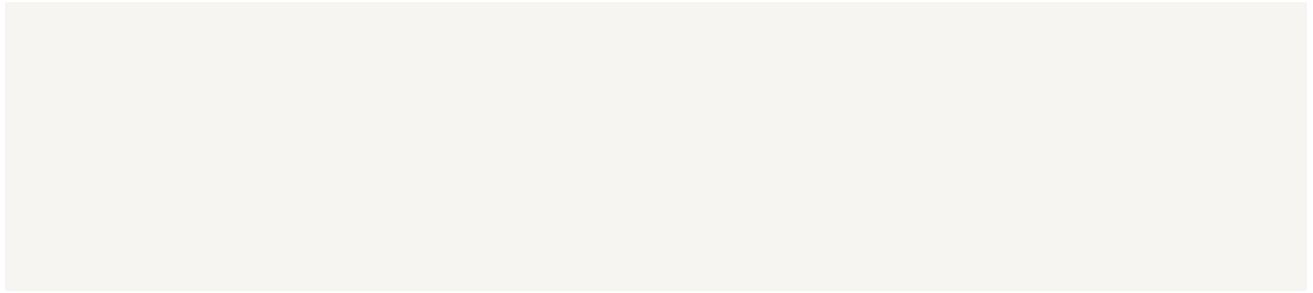
Brainstorm + create a list of words you can use to catch their attention.



# Branding + Messaging

## WORKSHEET

What sorts of images do you want to use to attract them? i.e. bright, vintage, landscape, etc.



Copy + paste a few below

# Branding + Messaging

## CHECKLIST

- Reviewed website
- Completed buyer persona exercise to create your ideal customer/client
- Created + started mood board on Pinterest
- Brainstormed + created messaging including text, colors, feel, images
- Edited or created new content directed at your buyer persona
- User experience audit- CTA's links, security, grammar, etc.
- Run Google speed test
- Updated alt text, meta descriptions and inbound links
- Updated or added CTA's
- Pour a glass of wine! Great job!!