



LAUNCHING YOUR BRAND WORKSHEET

The purpose of this Launching Your Brand Worksheet is to validate your brand statement with a personal experience example and how you created value or made a difference.

A) **Brand Statement:** (~10 words starting with an **action word** describing how you create value)

B) **Example Statement:** (a volunteer, work or leisure experience as it relates to your Brand Statement)

C) **Value Statement:** (Describe how you created value or made a difference with respect to your example and Brand Statement)
