

Use this Worksheet to expand your Marketing Tool Kit. Find and refine your brand or business' Vision by reading the short Fact Sheet, then answering the questions below.

Once you have your basics down, like [Your Brand Origin Story](#), [Your Brand Mission](#), and [Your Core Audience](#), read ahead to learn new, as well as tried-and-true marketing strategies for 2023.

Fact Sheet

For brand and business owners looking to take their online marketing strategy to the next level, the [current data](#) shows that having a clear [Origin Story](#), or purpose, a concise [Brand Vision](#), and a compelling [Brand Mission](#) is best practice!

By now, you may have already completed the [Finding Your Brand Origin Story](#) worksheet and read articles [Marketing Strategy 101: The Basics](#) and [Marketing Strategy 102: Strategy Guide 2023](#) in which I explain some [Tips and Tricks](#) to stay current in this highly competitive technological market. If you have not completed the Worksheet, you can find it [here](#). To read the articles, you can click on their titles in this paragraph or [tap here!](#)

Gain insight into the attributes that make your brand or business stand above the rest by defining and refining [Your Brand Vision](#). [Your Brand Vision](#) is the aim you wish to achieve with your brand or business. In order to establish what can be achieved when a client supports your business, use the straightforward worksheet below.

Worksheet

Directions: Do your best to fill in each answer as completely as possible: your unique perspective is what your audience, clients, customers connect with!

Remember this [helpful tip](#): A visionary is one who sees into the future and can visualize a clear destination.

1. Consider the desired outcomes for your brand or business. Write up to 5 on the lines below? _____

2. Why were those outcomes important to you? Which one is MOST important to you? Why? _____

3. What about your MOST important outcome is important to your client? Why? _____

4. How does your impact, personal or professional, advance a social cause, or contribute to your community? The world as a whole? _____

5. What is your tailored, personal experience that is offered through your brand or business? _____

6. How would you know if you are making progress towards your most important outcome? _____

7. Use the remaining space provided to tie together any language in the previous answers that:
 - a. Has emotional value

- b. Demonstrates a uniqueness or differentiation from competitors _____
 - c. Phrases or words that come up repeatedly _____
8. Evaluate your answers to the above questions. Create some examples of Your Brand Vision below. Check out [Core Creative Influence](#) Writing's [Services](#) for more help with your marketing strategy.

Examples of Vision Statements

Microsoft

"A computer on every desk and in every home; all running Microsoft software."

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

ABOUT THE WRITER

Angela Somma is a professional creative developer and writer since 2000, focused on creating communication strategies and solutions for clients that enable them to connect more effectively with their target audience and grow their businesses.

Specializing in copywriting, editing and creative project development, Angela provides safe and conscious content for all persons of all identities, diversities, ethnicities, orientations, and abilities.