**One-page brand strategy**

**TEMPLATE**

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**One-page brand strategy**

To do:

1. Refer to the ‘Branding your business’ content on [Business Queensland](https://www.business.qld.gov.au/) and work through each of the brand elements.
2. Assess your ideal brand positioning against the 3 Cs: true to your **company**, compelling to **customers** and different from **competitors**.

Remember:

* This is a behind-the-scenes toolkit to help you evaluate your business decisions.

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| --- | --- |
| **Vision** The long-term ambition for your business |  |
| **Purpose** Your ‘why’ – it’s your main reason for being in business |  |
| **Values** The behaviours that your business values |  |
| **Promise** Your compelling commitment to everyone |  |
| **Personality** Your voice – your tone, manner and style |  |
| **Proof** Your evidence – emotional and rational benefits |  |

**Your next step**: Include brand positioning within the marketing section of your business plan.