

BRAND ADVOCATE WORKSHEET

What is the one thing you do that you love, and want to build your entire business around:

Let's define your Brand Advocate's attributes:

Age _____

Sex _____

Family situation _____

Income level _____

Job title _____

Three words they would use to describe themselves _____

Where do they shop for groceries _____

Where do they shop for clothes _____

What are brands they want to be associated with _____

What are the brands they don't want to be associated with _____

What kind of car do they drive _____

What are they looking for that you specifically offer _____

What are their issues with your competition _____

Why is your product transformational for them _____

In the space below, name your Brand Advocate and add one tidbit not included above that is unique to them.