# Brand Awareness Starter Worksheet

Use this worksheet to decide what people should recognize, remember and understand about your brand. Keep your answers simple. A clear small plan is easier to repeat than a complicated one.

| | |
|---|---|
| 1 | Recognize<br>Notice the same name, look or cue. |
| 2 | Remember<br>Bring the brand to mind later. |
| 3 | Understand<br>Know what the brand helps with. |

## Your awareness goal

What do you want one specific group of people to recognize or remember about your brand?

## Your audience

Which group of people should become familiar with the brand first? Avoid writing "everyone."

## Your simple promise

In one sentence, what useful idea should people connect with the brand?

# 1. Build Clear Recognition

Choose a small set of cues that people can meet repeatedly. The aim is not to decorate everything. The aim is to make the brand easier to recognize.

## Recognition checklist

- [ ] The brand name is written the same way everywhere.
- [ ] The same small color palette is used consistently.
- [ ] The visual style feels related across the website and social channels.
- [ ] The main message explains the same useful promise.
- [ ] The tone of voice feels familiar from one piece of content to the next.

### Three recognition cues

Write the three cues you will repeat most often: for example a name, color pair, visual style, phrase or type of example.

### Where people will see them

Choose two or three realistic places where the same cues will appear.

## Quick consistency check

| Touchpoint | What stays consistent? | What needs fixing? |
|---|---|---|
| Website | | |
| Social post | | |
| Video or Pin | | |
| Email or message | | |

# 2. Test Recall and Meaning

Ask a few people in your intended audience. Do not explain the answers first. Their natural responses show what is already clear and what still needs work.

### Recognition

Have you seen this brand before? What helped you recognize it?

### Recall

When you think about this type of product or service, does this brand come to mind?

### Meaning

What do you think this brand helps people do?

### Difference

What feels different or memorable about it?

## What did you learn?

# 3. Plan a Small 30-Day Test

Use one clear message and a few consistent visual cues for 30 days. A small test will not prove everything, but it can show whether people are beginning to recognize and understand the brand.

| Decision | Your choice |
|---|---|
| One audience | |
| One main message | |
| Three recognition cues | |
| Two main channels | |
| Posting rhythm | |
| Simple signal to watch | |

## Weekly review

| Week | What did people notice or remember? | One small adjustment |
|---|---|---|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |

### Decision after 30 days

What should stay the same? What should become clearer? Change one thing at a time.