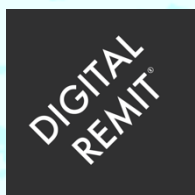


# Branding workbook



**SEMLEP's**  
**Growth Hub**  
Connected Business Support



### 3. Your brand clusters

1 .....

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2 .....

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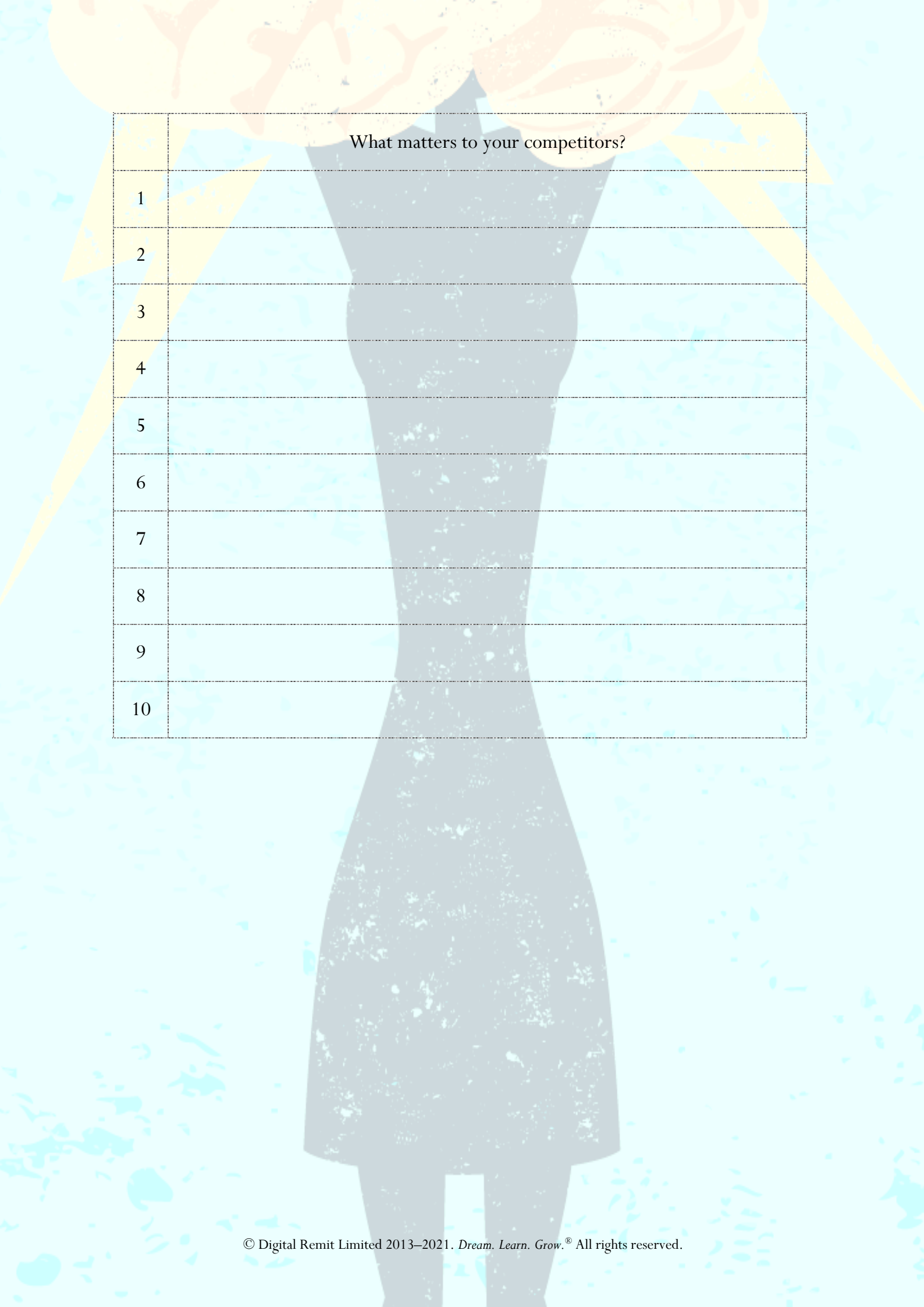
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## 4. Your priorities

|    | What matters to you? |
|----|----------------------|
| 1  |                      |
| 2  |                      |
| 3  |                      |
| 4  |                      |
| 5  |                      |
| 6  |                      |
| 7  |                      |
| 8  |                      |
| 9  |                      |
| 10 |                      |



What matters to your competitors?

1

2

3

4

5

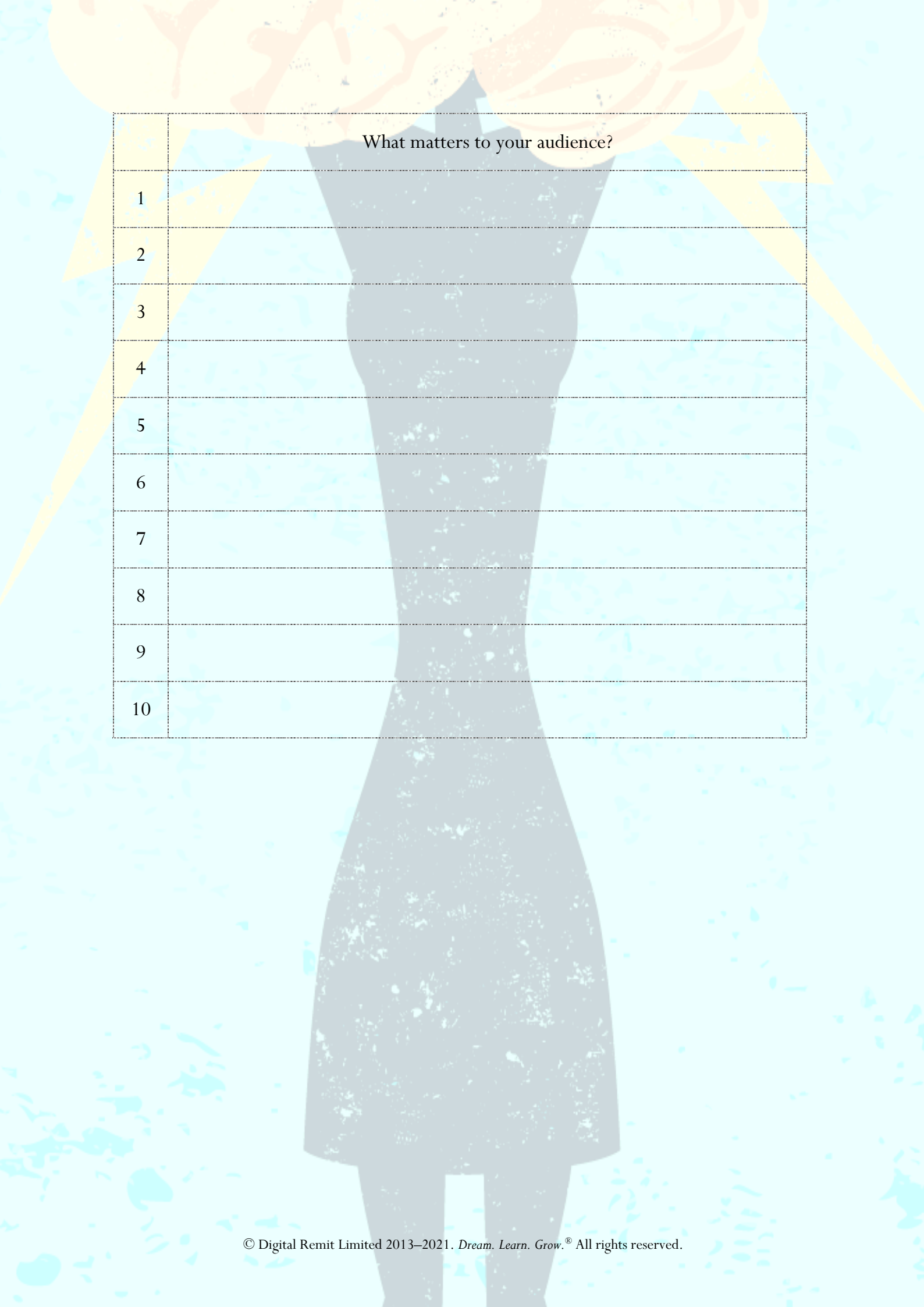
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What matters to your audience?

1

2

3

4

5

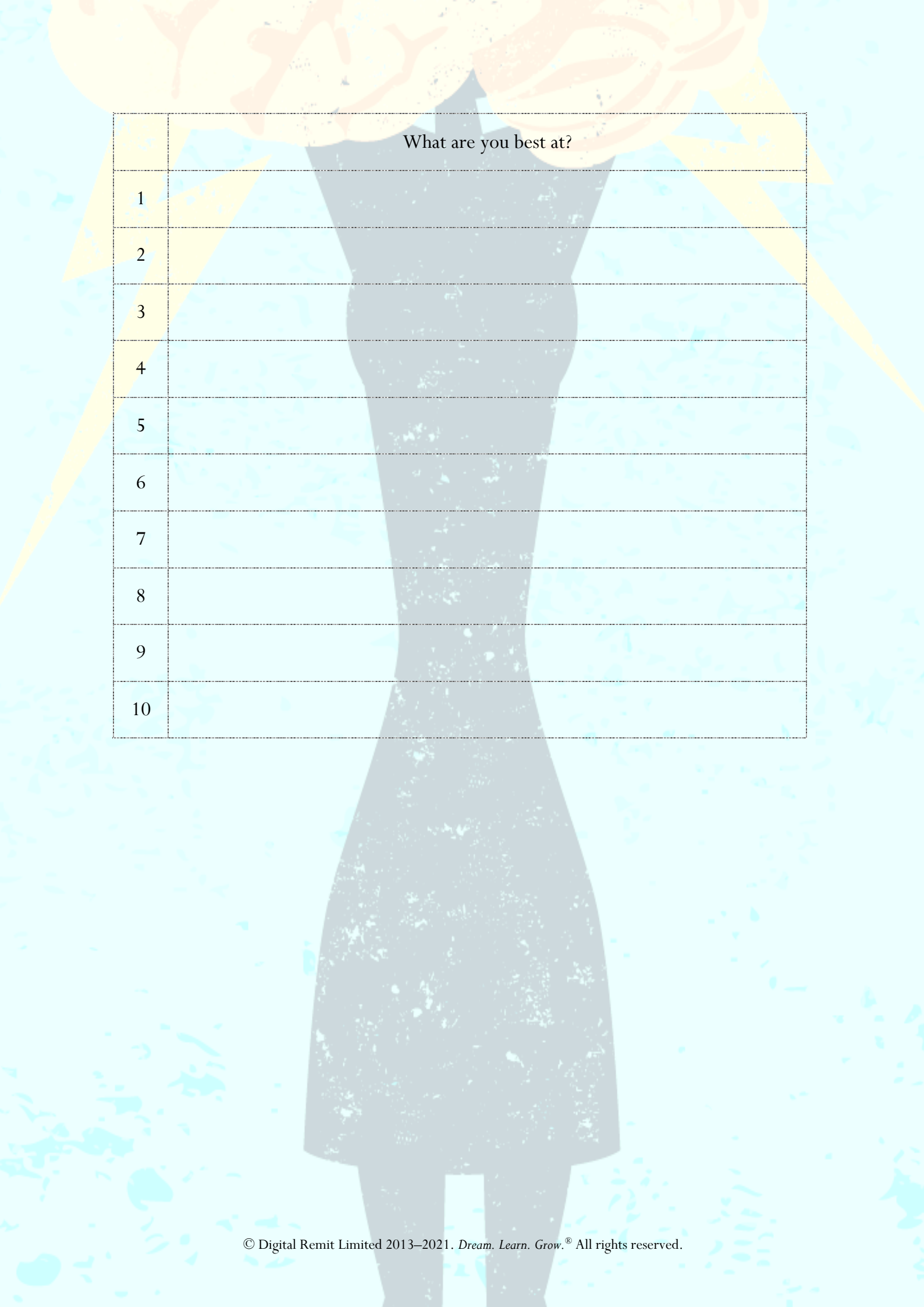
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What are you best at?

1

2

3

4

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What are your competitors best at?

1

2

3

4

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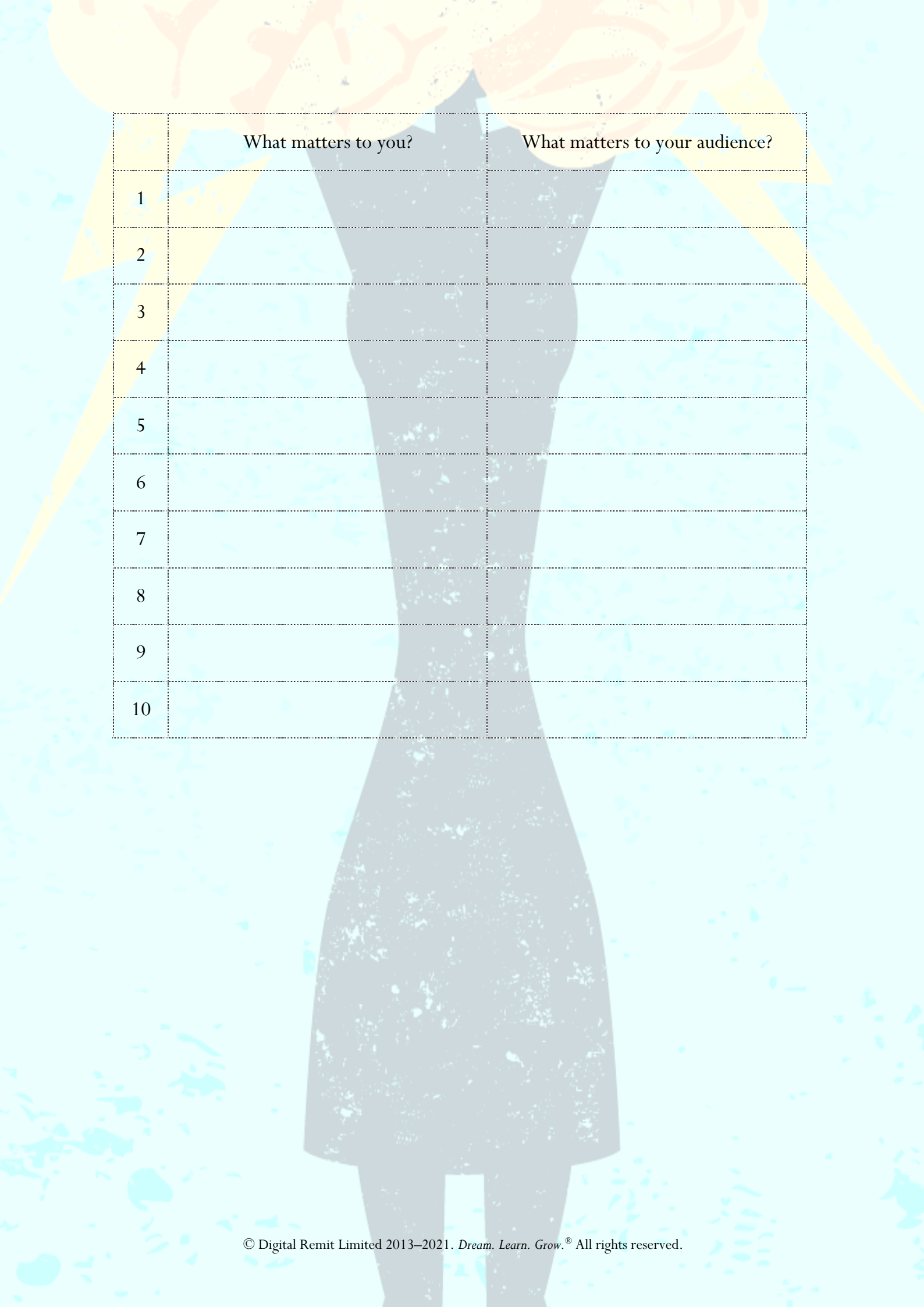
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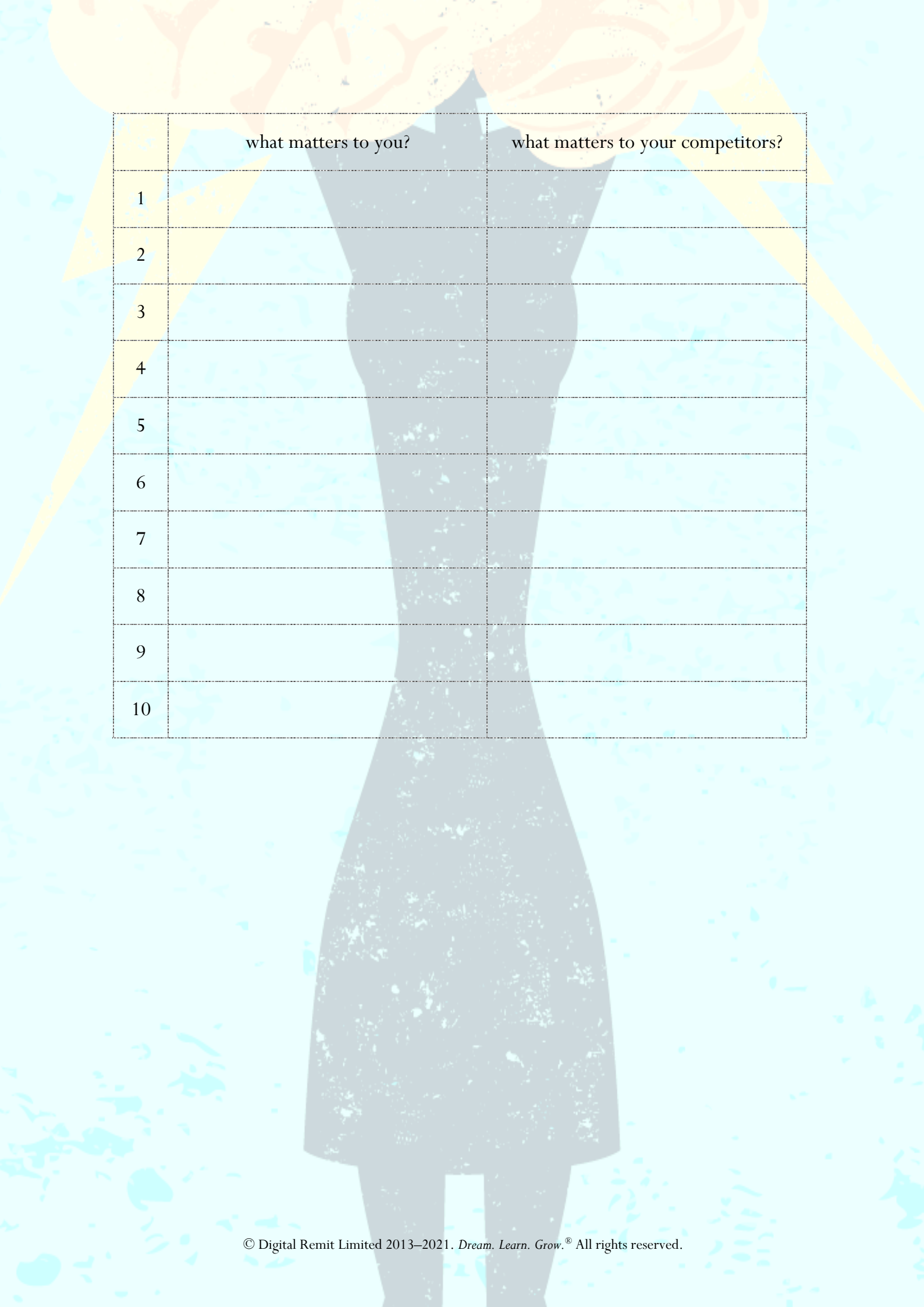
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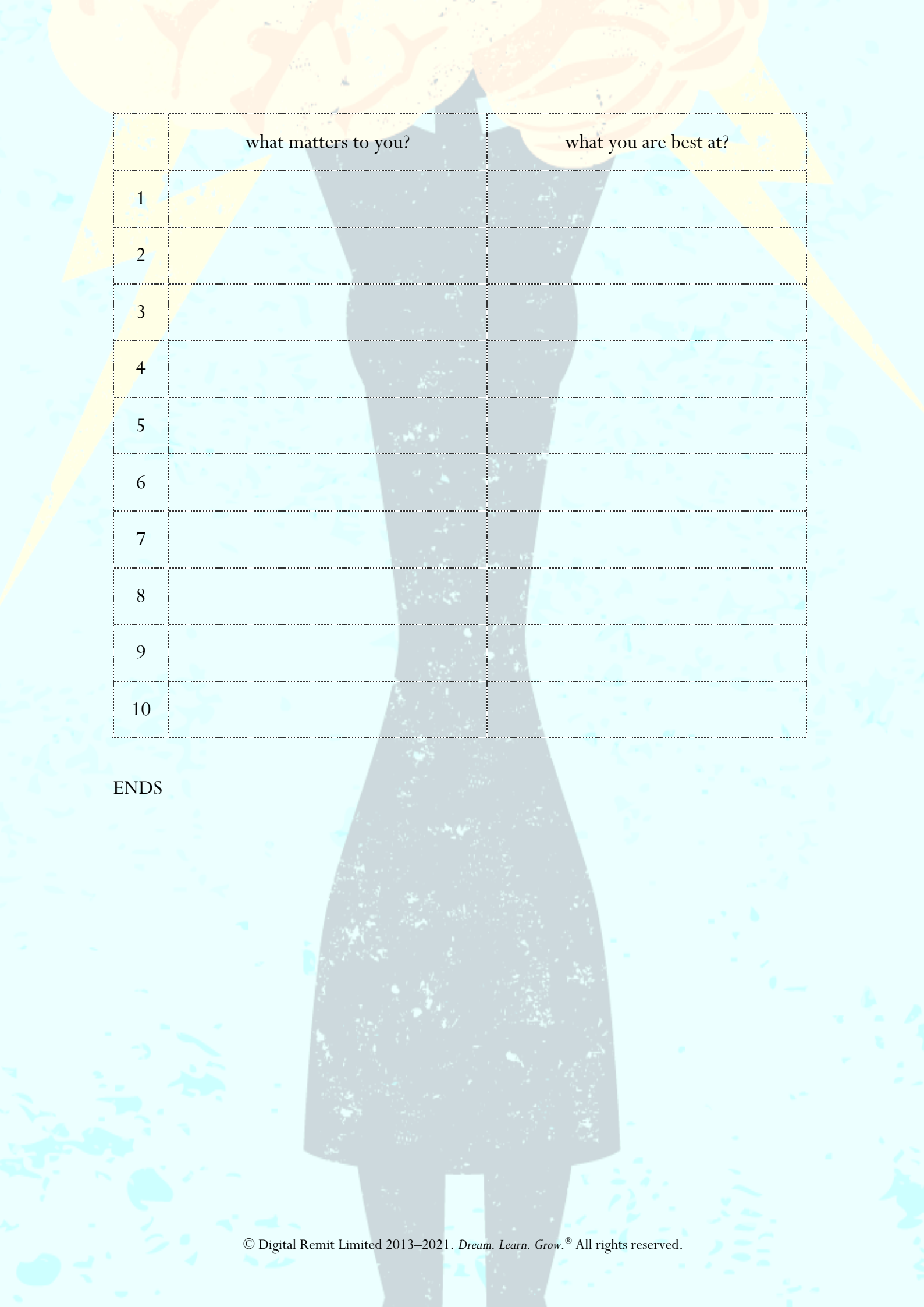
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|    | What matters to you? | What matters to your audience? |
|----|----------------------|--------------------------------|
| 1  |                      |                                |
| 2  |                      |                                |
| 3  |                      |                                |
| 4  |                      |                                |
| 5  |                      |                                |
| 6  |                      |                                |
| 7  |                      |                                |
| 8  |                      |                                |
| 9  |                      |                                |
| 10 |                      |                                |



|    | what matters to you? | what matters to your competitors? |
|----|----------------------|-----------------------------------|
| 1  |                      |                                   |
| 2  |                      |                                   |
| 3  |                      |                                   |
| 4  |                      |                                   |
| 5  |                      |                                   |
| 6  |                      |                                   |
| 7  |                      |                                   |
| 8  |                      |                                   |
| 9  |                      |                                   |
| 10 |                      |                                   |



|    | what matters to you? | what you are best at? |
|----|----------------------|-----------------------|
| 1  |                      |                       |
| 2  |                      |                       |
| 3  |                      |                       |
| 4  |                      |                       |
| 5  |                      |                       |
| 6  |                      |                       |
| 7  |                      |                       |
| 8  |                      |                       |
| 9  |                      |                       |
| 10 |                      |                       |

ENDS