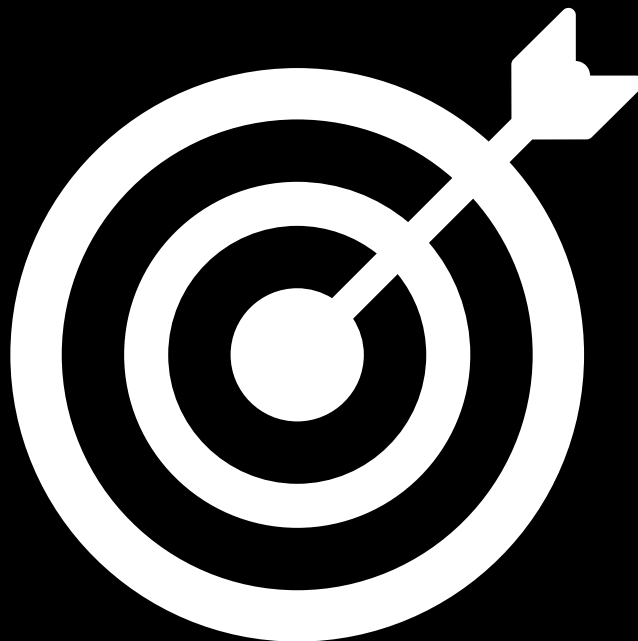


**Tyrell Hooks
Advertising Services
presents a
creative brand
workbook.**



Dedication

I dedicate this book to my family for
always believing in me.

I dedicate this book to my best friends,
who supported my business by hiring my
services.

Thank you.

Introduction.

This printable workbook includes 20 questions to ask yourself when in the beginning stages of developing a brand. The purpose of this workbook is to get those creative juices flowing and reflecting; there are note pages included. Sending answers for feedback is encouraged but not obligated.

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20 Questions.

- What is my brand's purpose?
- What is the story behind my brand?
- Who is my ideal consumer?
- Who is not my ideal consumer?
- What brands do I admire?
- Who are my competitors?
- What is my brand's color scheme?
- What is my brand's font?
- What 5 words describe my brand?
- Does my logo convey my brand's message?

20 Questions.

- What makes my brand unique?
- What keeps me motivated?
- What are my short term goals?
- What are my long term goals?
- What are my strengths?
- What are my weaknesses?
- Do I work best with a team or by myself?
- How will my brand interact with customers?
- How much time am I willing to devote to my brand?
- Is my target audience local, regional or national ?

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A stylized, handwritten signature in black ink, appearing to read 'Tyrell Hooks', positioned below the main text.