



## TF EMPIRES

### Brand Messaging & Positioning Worksheet

Clarify who you serve, what you stand for, and why your business matters.

#### 1. Target Audience

Who is your ideal customer or audience? Be specific about demographics, needs, and mindset.

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#### 2. Core Problem You Solve

What problem, frustration, or unmet need does your business exist to solve?

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#### 3. Your Unique Value Proposition

What makes your solution different, better, or more trustworthy than alternatives?

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#### 4. Brand Personality & Tone

How should your brand feel and sound to your audience? (e.g., bold, refined, friendly, authoritative)

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## 5. Key Messaging Pillars

List the core themes or promises your brand should consistently communicate.

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- \_\_\_\_\_
- \_\_\_\_\_

## 6. One-Sentence Brand Positioning Statement

In one sentence, explain who you help, what you do, and why it matters.

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Clear messaging builds trust. Trust builds empires.