

ETSY BUSINESS BRAND WORKBOOK

*A Workbook to Help You Understand
and Develop a True Brand for Your Etsy
Business*

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YOUR VISION AND MISSION

Your vision is made up of the aspirations and long-term goals you have for your business while your mission reflects what you do, why you do it and the value you bring to your customers.

1. VISION

What long-term goals do you have for your business? What would you like it to look like in the future?

2. MISSION

Who are you serving?

What value are you giving your customers? **What** problems are you solving?

Why do you do what you do? **Why** did you start your Etsy shop in the first place?

How do you incorporate your values into your business?

Now you can use these ideas to construct 3 sentences as a mission statement for your business.

DEFINE YOUR BRAND PERSONALITY

Place crosses where you think your brand sits on each of the horizontal bars.
 Don't spend too long thinking about it - just go with your gut feeling.



Your brand is contemporary, fast-moving and innovative.

Colour palette: Warm and vibrant colours

Style: Friendly and approachable



Your brand is traditional, slow-moving and more corporate.

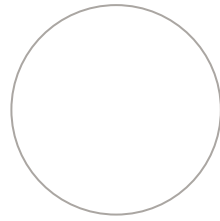
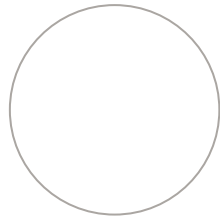
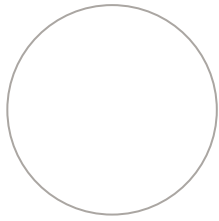
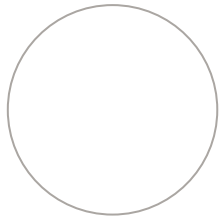
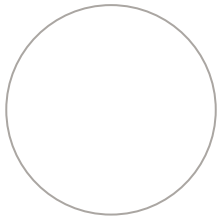
Colour palette: Traditional safe colours - blues and greens

Style: Professional and authoritative communication style

Note: There's no perfect 'one size fits all' approach to this tool. Not all brands conform to one side of the personality spectrum and contrasting traits can complement each other.

YOUR BRAND GUIDE

COLORS



TYPOGRAPHY

KEYWORDS

LOGOS AND SKETCHES

THANK YOU FOR USING THIS BRAND WORKBOOK

I can't wait to see the incredible brand you create.
Please share your progress with me. I'm so excited to see where your business journey
takes you and I'd love to hear from you.
You can email me at miri@miricampbell.com

PLEASE SHARE THIS WORKBOOK WITH YOUR FRIENDS

If you loved using this workbook, then it would be cool if you could share it with your
friends. I've created a tweet to help you do this.

*"It was so easy to create a brand for my Etsy business with the help of the Brand
Workbook from MiriCampbell.com."*

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Thanks,

Miri xxx