



"Define Your Brand" Worksheet

This is an extra resource to go along with the original article:
[Creating customized intake forms for more personalized care](#)

Can't figure out what your "brand" looks or sounds like? Here are a few questions to help you get started in the right direction.

1. Why did you start this business? Provide an answer in 6 words or less.

2. Who is your target audience of patients?

- a. Patients aged 65+
- b. Young, urban professionals
- c. All ages, all demographics
- d. Other: _____

3. What is the "look" you are going for?

- a. Family-friendly and inviting
- b. Elegant and refined
- c. Fresh and edgy
- d. Clean and simple

4. What's your "voice"?

- a. Warm, friendly, and conversational
- b. More formal and technical
- c. Irreverent and goofy
- d. Other: _____