



Rebranding Checklist

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1. Why did I start this business ?

- I wanted to be my own boss.
- I wanted to create something original.
- I was frustrated with a previous experience.
- I had a clear vision of a business idea.
- I saw a gap in the market.
- I invested into someone else's idea.
- Other.

Explain your reasons in more detail

2. What did I want to achieve in the beginning ?

Define what you set out to do from the start:

3. Have I achieved what I initially intended ?

- Yes I have.
- Yes I have but not in the same way I imagined it.
- No it's an ongoing process.
- No, distractions / mistakes have been delaying the process.
- Other.

4. If Yes:

What can I now do differently ?

What's the next BIG goal ?

5. If No:

What do I still have to do or keep on doing, to achieve that goal ?

6. What is my Vision and Mission ?

Vision Statement :

Mission Statement :

7. Do I still feel the same about my Vision + Mission ?

- Yes I love it, it's perfect.
- Yes, but it needs some amendments.
- No, it is no longer relevant. I need a new Vision + Mission

8. If Yes:

Is your business currently still aligned with your core Vision + Mission ?

9. If No:

Define New Vision Statement :

Define New Mission Statement :

10. What do I like about my business ?

Name 5 things you like about your business:

1. _____
2. _____
3. _____
4. _____
5. _____

11. What don't I like about my business ?

Name 5 things you don't like about your business:

1. _____
2. _____
3. _____
4. _____
5. _____

12. How do I feel about the look and feel of my current Brand?

Get input from key staff members as well.

I like: _____

I don't like: _____

13. What can my business live without ?

Name 5 aspects of the business can be done away with.

1. _____
2. _____
3. _____
4. _____
5. _____

14. What can't my business live without ?

Name 5 aspects of the business is integral to its existence.

1. _____
2. _____
3. _____
4. _____
5. _____

15. What does my business need in the future ?



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