Brand Builder

Brand Builder Worksheet	Response
Core Values (e.g., Trust, Stewardship, Integrity):	
What emotional tone do you want your brand to express?	
What makes you worthy of capital backing?	
What unique value do you offer investors?	

Website Planning

Proposed Website Domain:	
Three things your 'About' page should include:	
What case studies or deal types will you highlight?	
Contact methods to include (form, email, social links):	

Content Strategy Planner

Monthly Blog Post Topic:	
Guest Article Idea & Placement Site:	
Short Video or Podcast Title:	
What investor FAQ will your content address this month?	

Social Platform Consistency

Your consistent handle across platforms:	
Profile photo/image description:	
Bio tagline or mission statement:	
One thing you can improve for visual consistency:	

Engagement & Community

Which forum or group will you participate in weekly?	
Three questions or topics to respond to weekly:	
One event or webinar to attend/host this month:	

Analytics & Growth Review

Average time spent on website (goal or current):	
Top performing post this month:	
What content got the most engagement?	
One insight from analytics you'll act on next month:	