

# **ATTENTION!**

## **PLEASE READ!**

**THIS INTERACTIVE PDF FILE IS DESIGNED FOR YOU TO  
ENTER YOUR ANSWERS IN AN EASY-TO-USE FORMAT.**

Please follow the below instructions to complete your worksheet correctly.

**1** *Download this file to your device. (NOTE: If you use the browser window version you will not be able to save your work.)*

**2** *Type your answers into the available user fields.*

**3** *Save the document for your records.*

## Exercise 1

1 What is your company's unique selling proposition?

2 What is your brand's current position in the marketplace?

3 What are you doing currently to establish your brand? What will you do in the future?

4 What are you currently doing that is not delivering measurable results?