



*This Copacetic Foundation worksheet will guide you while you create your vibe, your brand. Each component is equally important and should be thought out carefully. This worksheet can be sent to any marketing professional as a guide when you're requesting services.*

**Mission Statement:** Your mission statement should tell your audience what you're going to do, for who and how.

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**Vision Statement:** Your vision statement should tell your audience how the world will look for them if you achieve everything you outlined in your mission statement.

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**Core Values:** Your core values are 3 to 7 values you personally identify with and that are relevant to your business and will guide your business practices.

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**Tagline:** Your tagline is a short phrase or a word that sums up what your brand stands for.

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**One Liner:** Your one liner is a carefully crafted statement that explains exactly what you do in just one sentence.

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**Target Audience:** Your target audience is who you plan on selling to. List all of their characteristics.

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**Hashtags/Keywords:** Your hashtags and keywords will be used when advertising your brand. Choose ones that are relevant to your industry and audience alike.

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Sketch your **logo** ideas here:

**Tone:** Your tone is the general air in which you speak to your audience across each platform. Are you serious ? Humorous ? Whimsical ?

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**Color Codes:** To keep all your brand materials cohesive, write down the HEX and RGB codes to the colors you use in your logo.

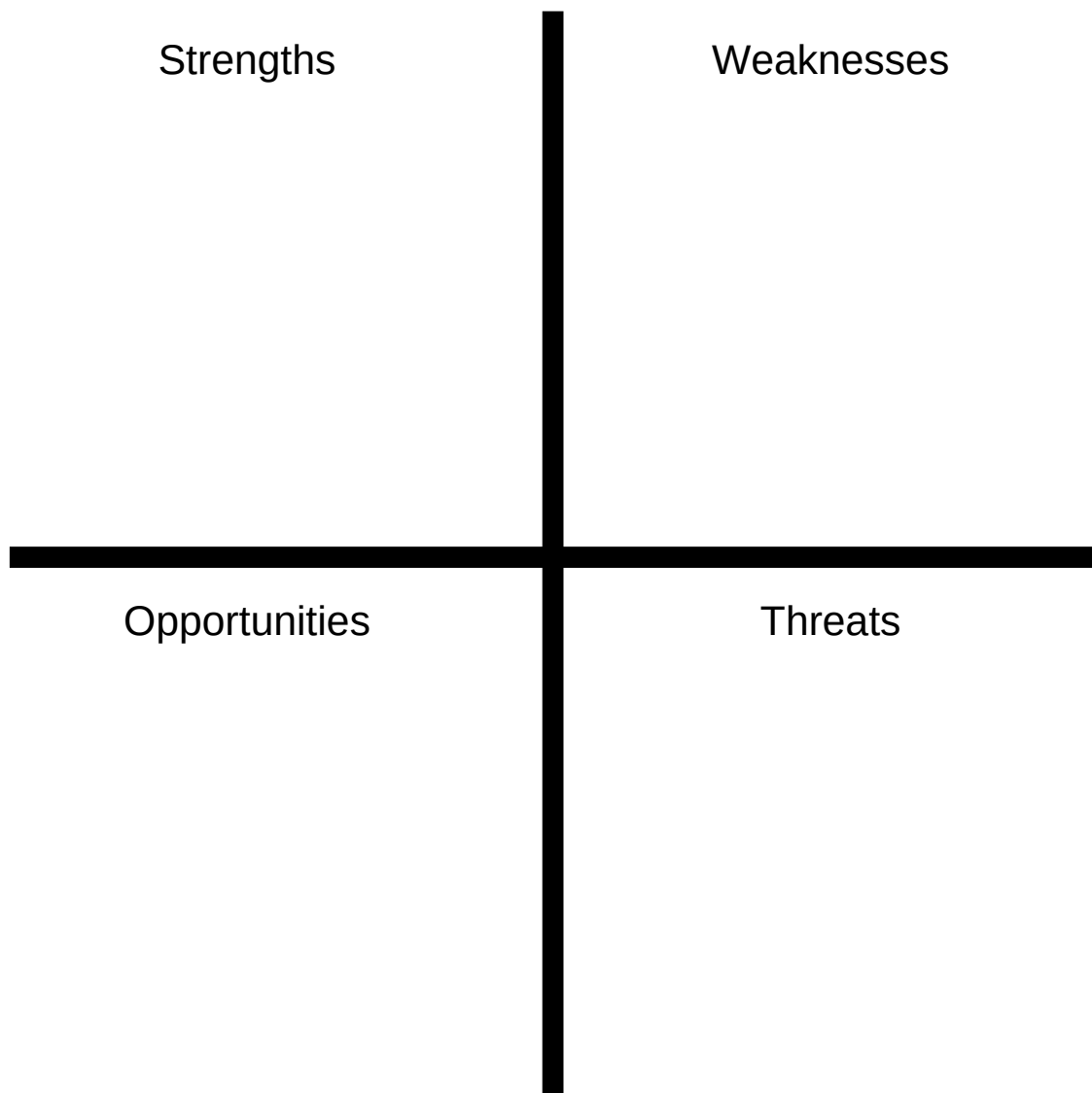
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**SWOT Analysis:** This is your strengths and weaknesses (internal factors) and your opportunities and weaknesses (external factors) put into a quadrant.



If you need assistance filling out any components of this worksheet please schedule a consultation ! Email me at [Bunny.Roberts@CopaceticAesthetix.com](mailto:Bunny.Roberts@CopaceticAesthetix.com)