



Aight so boom, this Copacetic Worksheet is meant to help you build a solid foundation for your business. Each element is equally important to designing and maintaining your vibe so please spend a good amount of time on this BEFORE you start tellin' everybody ya business !

**Mission Statement:** Your mission statement should tell your audience what you're going to do, for who and how. Include all 3 elements.

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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. STG this is such a major key.

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**Tagline:** Your tagline is a short phrase or a word that sums up what your brand stands for. Something like, "I'm lovin' it".

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**One Liner:** Your one liner is a carefully crafted statement that explains exactly what you do in just one sentence. So when someone says, "So what is \*your business\*," the answer should always be your one liner.

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**Target Audience:** Your target audience is who you plan on selling to. List all of their characteristics and build a personality for them. Make it a character.

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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.

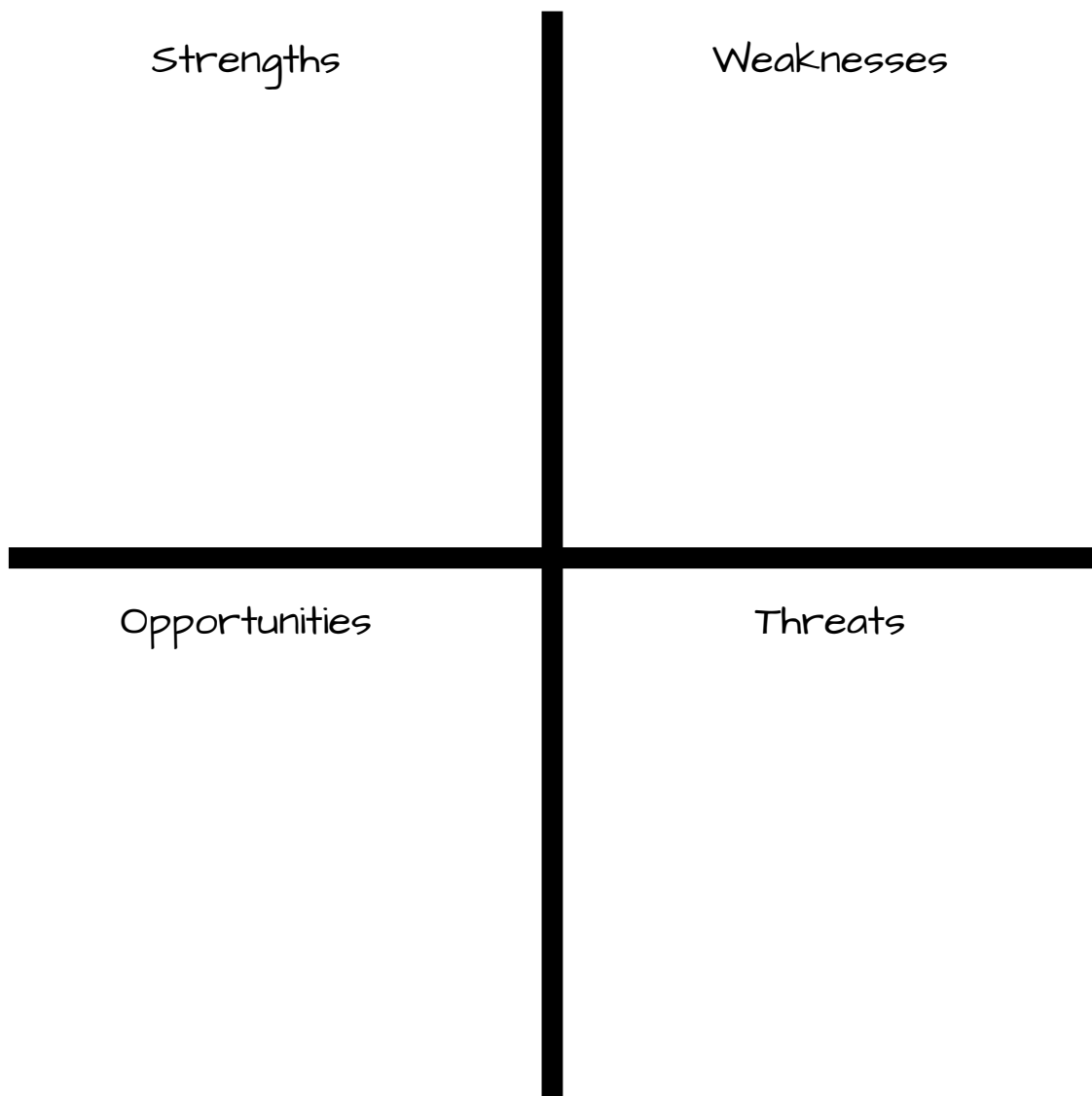
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**SWOT Analysis:** This is your strengths and weaknesses (internal factors) and your opportunities and weaknesses (external factors) put into a quadrant.



If you need assistance filling out any components of this worksheet please schedule a consultation! [CopaceticAesthetix.com/consultations](http://CopaceticAesthetix.com/consultations)