# Company Identity Worksheet

Logo of
Company

The “Company Identity” provides background information necessary to help build, along with the buyer persona, the appropriate messaging and positioning platforms.

## General Information

|  |  |
| --- | --- |
| **Name** |  |
| **Date Founded** |  |
| **Locations** |  |
| **Industry** |  |
| **Products/Services Offered** |  |
| **Core Technology/Competencies** |  |
| **Reputation** |  |
| **Why did you get into this business?** |  |
| **Industry Organizations/Affiliations** |  |
| **Competitors and Products** |  |
| **Why would someone buy from your competitors instead of you?** |  |
| **Other Information** |  |
| **Unique Category** |  |

## Messaging Elements Information

|  |  |
| --- | --- |
| **Name of Your Product or Service Offering** |  |
| **Describe your solution and how and why it is the best option for addressing the solution criteria** |  |
| **Highlight key points of differentiation** |  |
| **Describe the key benefit the persona will receive** |  |

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| **Describe the key benefit the persona will receive** |  |
| **How will persona’s life better than before as a result of implementing your offering?** |  |
| **What metrics can the customer use to prove the value of your offering?** | Testimonials, experience, case studies, certifications |
| **What data can you provide that attest to your ability to meet your target persona’s criteria and exceed your competitors?** |  |
| **What testimonials can you provide that attest to the value or quality of your product or service?** |  |