

Your Cyberpower Brand Worksheets

Welcome to your Cyberpower Brand Worksheets!
These worksheets are designed to build on what you have to make your brand truly powerful and consistent with what you stand for. Throughout these worksheets, each activity is aligned with the Cyberpower Brand Framework.



By working through each activity, you will have a complete guide to building your powerbrand that you can implement step by step. Completing the tasks will help your learning. You may fill out the worksheet digitally, print the tasks or use the file as a template.

Good luck!

Visualising Your Brand Success: Elevator Pitch

The sessions build on the achievements you already have in place or are currently working on.

So, let us recap your story and immediately transform it into your elevator pitch or start with developing it.

For **[TARGET CUSTOMERS]**
Who **[HAVE THE FOLLOWING PROBLEM]**
[OUR PRODUCT] is a **[DESCRIBE PRODUCT OR SOLUTION]**
That provides **[CITE THE BREAKTHROUGH CAPABILITY]**
Unlike **[REFERENCE COMPETITION]**
Our product/solution **[DESCRIBE KEY POINT OF COMPETITIVE DIFFERENTIATION]**.

Type your elevator pitch in the space below
and feel free to reorder, so the structure suits your needs.