

Screenwriting Brand Builder Worksheet

Branding Element	Your Current Version	Flip/Refine Action	Final Version
Primary Genre/Tone			
Core Audience			
Brand Statement			
Top 3 Career Highlights			
Brand Pillars (3-5 keywords)			
Visual Identity Notes			
Bio (short)			
Bio (full)			
Consistent Messaging Checklist			
Materials to Update			
Annual Brand Review			
Networking & Outreach Strategy			
Signature Project(s) to Showcase Brand			