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ENTREPRENEURSHIP ACADEMY

Lesson 19 Workbook

How to Name and Brand a New Business

Module 3 - Build and Launch Your Business

Focus Keyword	how to brand a business
Lesson	19 of 40
Progress	47.5%
Purpose	Turn the lesson into practical decisions, exercises and evidence you can use in your entrepreneurs

How to use this workbook

Complete the exercises after reading the lesson. Use real information wherever possible. Do not aim for perfect answers; aim for clear thinking, evidence and a practical next step. Revisit your answers as your business idea develops.

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1. Lesson Reflection

Start by connecting the lesson to your own situation.

In your own words, explain the main idea behind “How to Name and Brand a New Business.” What does it mean for the business you want to build?

What do you already know about how to brand a business? List your current strengths, assumptions and questions.

Describe one real customer, problem or business situation where this lesson could be applied.

2. Practical Assessment

Score yourself honestly. A low score is useful because it tells you what to improve next.

Area	Score (1-5)	Evidence / Notes
Understanding		
Evidence / research		
Customer relevance		
Financial awareness		
Execution readiness		
Risk awareness		

What is the most important gap revealed by this assessment?

3. Apply the Lesson to a Real Business

Use this page to apply **how to brand a business** to a real or proposed business. If you do not yet have a business idea, choose a simple example such as a local service, online service, small retail business or digital product.

Business / idea	
Customer you want to serve	
Problem or need	
Current solution / alternative	
Your proposed approach	
How the business could earn revenue	
Main cost or constraint	
Evidence you still need	

What is the smallest useful test or action you can take next?

4. Decision & Action Plan

Convert what you learned into a small number of specific actions.

- I can explain the lesson concept in simple language.
- I connected the lesson to a real customer or business situation.
- I identified at least one assumption that needs evidence.
- I identified a realistic risk or limitation.
- I chose a next action that can be completed.
- I know what result or evidence I will review afterward.

What evidence would tell you that your current approach is working? Name at least three measurable signs.

What is the biggest risk or mistake you want to avoid after completing this lesson?

Write one decision you will make differently because of this lesson.

5. 7-Day Entrepreneurship Action Sprint

Keep the sprint small enough to finish. The goal is evidence and momentum, not busywork.

Day	Action	Result / Evidence
Day 1	Review lesson notes	
Day 2	Research one real example	
Day 3	Talk to or observe a potential customer	
Day 4	Test one assumption	
Day 5	Improve your idea/process	
Day 6	Record what worked and failed	
Day 7	Decide the next step	

End-of-week review: What changed in your understanding or plan?

6. Notes, Questions & Evidence

Use this page for customer comments, numbers, links, observations, questions, calculations or ideas you want to revisit.

Completion check: I have finished the exercises, chosen a next action and saved any evidence I may need later.

Next: continue with Lesson 20 of the Entrepreneurship Academy.

Educational material only. Business, tax, legal and financial requirements vary by country and situation; obtain qualified professional advice where appropriate.