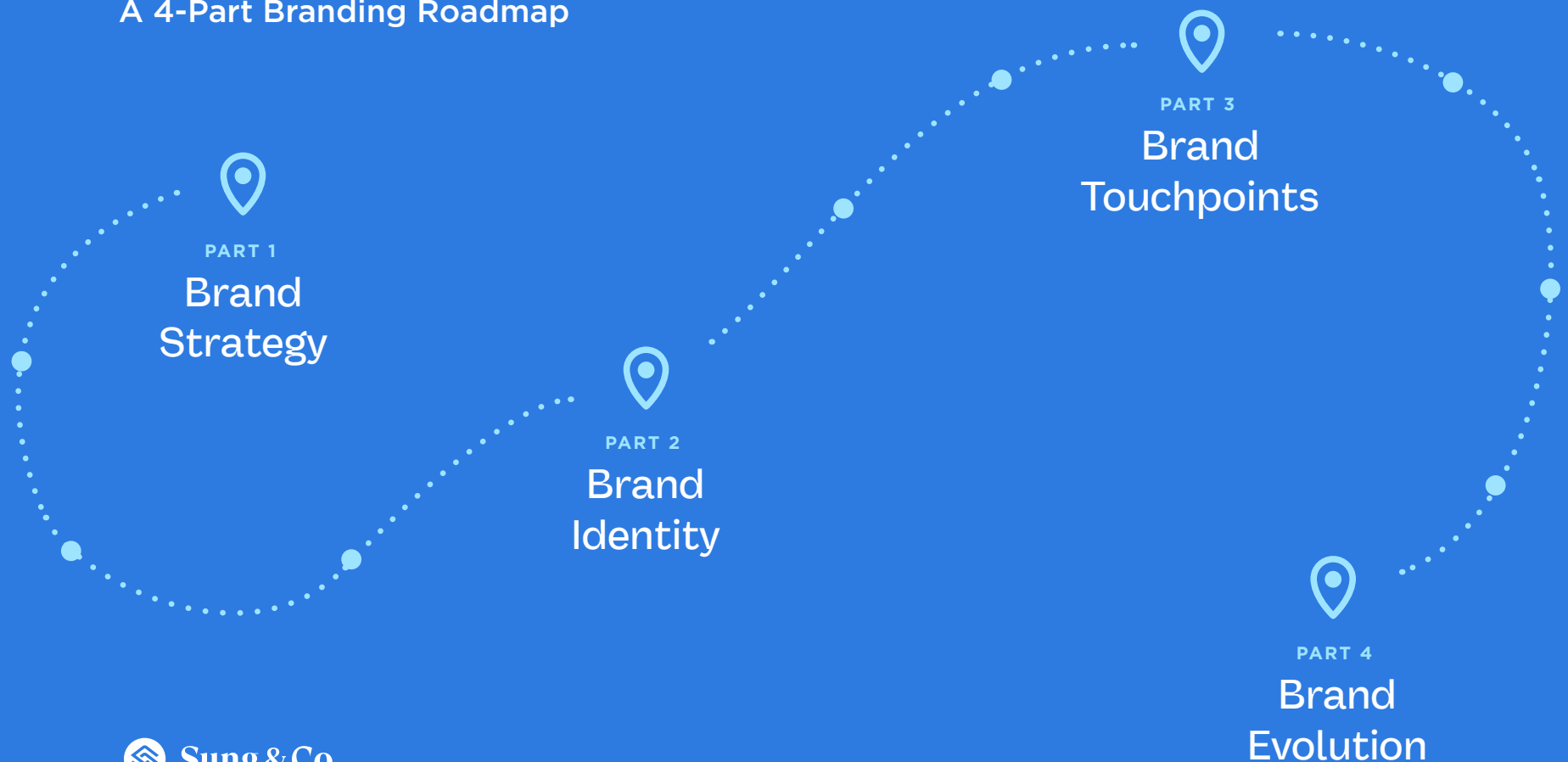


How to Build a Brand

A 4-Part Branding Roadmap





Hi, I'm Sarah!

I'm a branding and design specialist! I'm here to help you position your business to stand out in your own unique way so you can connect with your ideal clients! Wouldn't it be nice to feel like you didn't have to try so hard?

I've been branding and designing professionally for almost two decades (that seems unreal!), but nothing compares to the experience as a small business owner.

Since 2019, I've been wearing so many hats as a business owner: the consultant, the sales person, the marketer, the social media manager, the strategist, the designer, the business manager...the list goes on and on. You and I both know that there aren't enough hours in the day to get everything done!

I put this branding roadmap together because I know that **branding is one of the most important investments you will make in your business**...and that anything that helps our business get to the next level in the most efficient ways is...well, a God send.

I'm guessing you downloaded this resource because branding is important to you, but you're not sure where to start, you want to learn more about it, or you're feeling overwhelmed because there is so much to do and you're not sure if you can even do it...

This 4-part branding roadmap delivers an overview process, and it's a great place to start if you don't know anything about branding or want to learn how to build a brand that's not so "all over the place."

If you have any questions about this resource or branding in general, please don't hesitate to reach out at support@sungandco.com.

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A brand for a company is like
a reputation for a person.
You earn reputation by trying
to do hard things well.

JEFF BEZOS

Part 1

Brand Strategy

You know those amazing brands that really know how to connect with their ideal clients and every piece of content seems so consistent? That's all thanks to brand strategy. Starting with strategy is essential to building a brand that's cohesive, consistent, and irresistible!

Three things to walk away with...

- ✓ **Understand who you are** and how you want your brand to be perceived.
- ✓ **Understand who your ideal clients are**, what they struggle with, and what they desire most.
- ✓ **Understand your message** and communicate it clearly and consistently.

Note: The word "understand" is used intentionally rather than "know." There's a huge difference between knowing something and understanding another. Knowing is something a little more static, like facts or data. Understanding is the ability of knowing how to put those facts and data into into a bigger picture.

GET CLARITY ON:

Your Why
Mission & Vision
Purpose
Target Audience
Ideal Client Profile
Brand Goals
Brand Offers
Positioning
Core Values
Personality
Voice & Tone
Messaging
Content Pillars

Let's work through it!

Brand Strategy

1. Your WHY

Knowing your Why helps tell your story. Write down the reasons you wanted to start your business and what led you to this point.

3. Purpose

What is your business about? What kind of impact do you want to make with your brand? Why should anyone care about it?

2. Mission & Vision

What is it that you do and how do you do it? What service(s) do you provide? What problem does it solve and why is it so important?

4. Target Audience

Who would be your ideal clients? Some people like keeping this broad, but if you already know who you love working with, be very specific!

Let's work through it!

Brand Strategy

5. Ideal Client Profile

Now that you have clarity on who your target audience is, get specific and create a profile on who that ideal person would be. Write out his/her pain points, motivations, values, etc. You should know and understand this person so well that it's like describing your best friend. What do you love about them? What are they passionate about? What are things they find annoying? What are some of their personality traits?

6. Brand Goals

What do you want to accomplish through your brand? What kind of income do you want to make? Do you want to build a membership or create a course? Write down your short and long-term goals.

7. Brand Offers

What can you give or do to help reach your goals? Are those offers still aligned with your vision? Do they align with your target audience? And do your offers help you reach your goals or distract from it?

Let's work through it!

Brand Strategy

8. Positioning

Research your top competitors and write down all the ways that your brand can be different. Where can you deliver, show up, and serve in your own unique way?

10. Personality

If you're building a personal brand, your brand personality should be similar, if not the same. If you're building a personality for your business, what personality traits would it have and why? If your brand was a person, who would it closely resemble?

9. Core Values

What are some beliefs that you want your business to stand behind. Your core values will develop your brand culture and help you make decisions.

11. Voice and Tone

How would your brand sound? Does it align with your brand personality? What type of language does it use? How does it talk to your target audience?

Let's work through it!

Brand Strategy

12. Content Pillars

If your brand was a person, what would people want to hear or see from them? Why do they choose to follow it?

Select topics your audience want to learn from you. How can you put your own unique spin? What format(s) would your audience enjoy consuming your content?

What platforms or social media channels would they most likely be on and why? And how does it affect the type of content you create?

What type of content do your competitors write or post about and why do you think it works? Is there a different perspective you can add?

📍 Part 2

Brand Identity

It's so easy to build visuals based on our own personal preferences, but alignment in your brand comes when every part does what it's supposed to do. For your colors, fonts, and brand elements, be sure to think through your strategy from Part 1 and make sure everything stays consistent.


Three things to walk away with...

- ✓ **Be intentional about the colors you choose**, how they make your audience feel, and how to use them.
- ✓ **Be intentional about the logo creation process** and develop a mark that portrays your unique message.
- ✓ **Be intentional about your brand elements** and where you would use them in your branding.

Note: Don't forget about all the strategy work! Being intentional means reflecting on your strategy and how you can create strong visuals that support the heart and message of your brand. Aligning all the little details will help you establish the cohesive and consistent (not to mention awesome looking!) brand you've always wanted.

BUILD YOUR VISUALS:

- Moodboard
- Main Logo
- Responsive Logos
- Color Palette
- Font Fairings
- Hierarchy
- Pattern / Texture
- Branded Icons
- Brand Templates
- Brand Guide



Let's work through it!

Brand Identity

1. Moodboard

Before jumping in and pulling inspiration and styles you personally love, take notes on what successful brands are doing (and why), think through how you want your brand to be perceived, how you want it to be positioned, what's pretty typical in your industry, what would attract your ideal clients, and how do you want them to feel. Take notes on any repeating themes and patterns and understand why that's happening.

3. Logos


What mark would best represent your brand? How can you tell your story in a visual way? Does it align with your core values, personality, and vision?

2. Color Palette

When pulling inspiration for your moodboard, take notes on any colors and shades that seem to repeat. Do they align with how you want to be perceived? Would they attract your ideal clients?

4. Fonts & Hierarchy

Fonts can say a lot about your brand and can help establish your brand personality. What fonts can you use to help enhance your brand assets? Determining sizes and how you'll use the fonts will help your visuals look more cohesive and consistent.



Let's work through it!

Brand Identity

5. Patterns & Textures

Were there any repeated styles or patterns you noticed during the moodboard process? Is there anything you can take from and make your own that aligns with your brand personality? Brand patterns and textures aren't a need-to-have but it's a nice-to-have when you want to add something extra to your visuals that will stay consistent across every piece of content.

7. Brand Templates

Write a list of assets you'll use on a regular basis that you could turn into a template to help you work more efficiently. For example, you could create carousel graphic templates for your social media content.

6. Brand Icons

Write a list of icons you'll need on a regular basis. If you can create your own custom icons, awesome! Look for ways that you can use icons that are unique to you and that their style stays consistent throughout.

8. Brand Guide

Ever wonder what should go into your brand guide? To us, the more detailed you can be, the better! We encourage people to incorporate as much as you can. If you were to hire someone on your team, what would they need to know about your brand?

Brand Touchpoints

Start to brainstorm on how you will convert your prospective clients into loyal customers. Think about each step you'll want them to take and how you can guide them through your business. Think beyond your visuals and identify where your business and target audience interact.

Three things to walk away with...

- ✓ **Think through the customer journey** and take notes on all the ways someone would interact with your business.
- ✓ **Be creative in the ways you can enhance your brand experience** to set yourself apart from competitors.
- ✓ **Remember to guide your potential customers** to take action and become a paying client.

Note: Be strategic when creating your brand touchpoints. Put yourself in your audience's shoes and think through the whole process from how they would first learn about your business, how you stand out from competitors, and what would inspire them to choose your business over another. Every opportunity for someone to interact with your brand is a touchpoint.

ASSETS YOU MAY NEED:

- Business Card
- Stationery
- Social Media Graphics
- Slides / Presentations
- Course Workbooks
- Email Newsletter
- Lead Magnets
- Digital Ads
- Website
- Course Platform
- Photography
- Customer Cards
- Signage
- Packaging
- Brochure
- Look Books

Let's work through it!

Brand Touchpoints

1. Online

When you think through your customer's journey (online) from the very moment they first hear about you, what assets will you need to create to make it a seamless and amazing brand experience?

3 Environment

If you have an office or physical place of business, what will you need to do or have to create a space that best represents?

2. Print

When you think through your customer's journey from the very moment they first hear about you, what assets will you need to create and print to make it a memorable brand experience?

4. Brand Photography

How can you translate your brand through your photos and images? How can they tell your unique story? Does the style of imagery align with the style of your visuals? Do they capture your brand personality?



📍 Part 4

Brand Evolution

Once you have the foundations of your brand all set up, it's good to make sure you and your team are creating and delivering assets that align with all the work you've done up to this point. Consistency leads to a brand that's cohesive...on your socials, website, messaging, and experience.

Three things to walk away with...

- ✓ **Take notes on the needs of your target audience** and notice any changes or disconnects with your messaging.
- ✓ **Be consistent with your visuals and messaging** in every platform and channel.
- ✓ **Be purposeful in creating a brand experience** that goes beyond your first collaboration with a client.

Note: Be proactive and set up long-term plans that include actionable steps to make your brand a success! Brands evolve over the time so be aware of what is happening in your industry, learn to adapt intentionally, and be strategic in offers that help grow your business while keeping your vision at the forefront.

GROW YOUR BRAND:

Content Creation

Marketing

Client Experience

Upsells

Client Retention

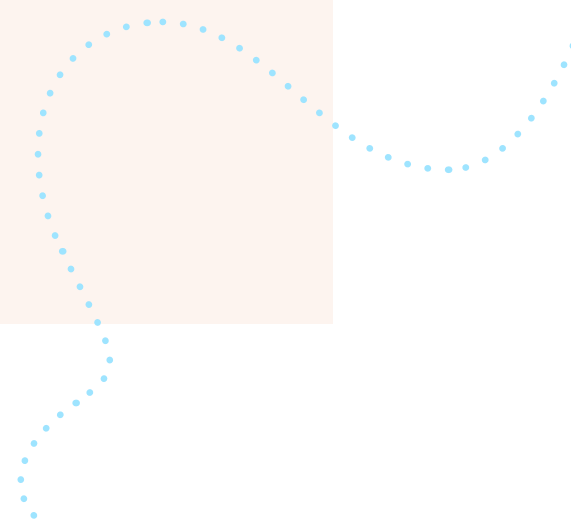
Partnerships

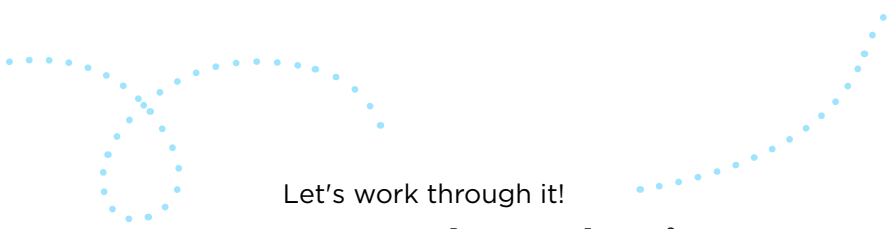
SEO

90-Day Plan

1-Year Plan

3-Year Plan





Let's work through it!

Brand Evolution

1. Client Experience

Hey, congrats! If you've done all the work up this point, you got the hardest part done! The next step is to keep developing your brand and create an amazing brand experience your audience will love. You can do that by:

3 Growth Strategies

What other ways can you keep your brand evolving and growing? Are there opportunities for strategic partnerships? Are there opportunities to continue your working relationships with your clients?

2. Marketing

Don't forget to show up consistently with your new established brand! Where are your ideal clients hanging out? Where and how can you market your brand in creative ways?

4. Short & Long-term Goals

As you reach your goals, keep challenging yourself and make new ones! Be sure to set your bar high, but keep them realistic. Break your 3-year plan into attainable 90-day goals.

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Your brand is the single most important investment you can make in your business.

STEVE FORBES

THANKS FOR DOWNLOADING

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A 4-Part Branding Roadmap

Maybe you worked through this roadmap and thought to yourself, "I'm ready to DIY my brand!" That's great! If you understand the process and have the design skills to execute your strategy, go for it! BUT if you're not exactly sure how to connect everything together or just want someone to walk you through the entire process step-by-step, sign up for brand consultations — the most cost effective way to build a cohesive brand you love!

[CLICK HERE TO LEARN MORE](#)

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