

createhers

BRAND STRATEGY WORKBOOK



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CHAPTER 01 / INTRODUCTION

WHY YOU NEED A BRAND STRATEGY

“The reason it seems that price is all your customers care about is that you haven’t given them anything else to care about.” — Seth Godin

FOREVER STUCK IN THE PRICE TRAP

If there’s only one thing you take away from this guide, it’s this: *if you don’t have a brand, you have a commodity*. What is a commodity? A commodity is a basic good like grain, precious metals, electricity, oil, wool, cotton, cocoa or sugar. What do all commodities have in common? There is little, or no differentiation among them so they all sell for the same price. *And the lowest price always wins!*

Branding matters because if you’re not a brand, you’re a commodity. Commodities compete on price and the lowest price always wins. If you’re not a brand you’ll always be forced to compete on price.

In the absence of any differentiating factors, price becomes the only differentiating factor standing between you and your competitors. Your customers have nothing else to compare. They’re not mind readers. They don’t understand what value you have to offer. So, it’s your job to make them understand. It’s your job to advocate for your brand. It’s your job to demonstrate that your products and services are as awesome as they actually are. Don’t put the burden on your customers to figure it out for themselves. It’s not your customers’ job to understand you, it’s your job to understand them.

If you’re hoping to win on price you’re doomed. Even if you succeed for a little while, you’ll always be scared. Because the reality is, someone else can always be cheaper. Cheap is

for brands that can’t communicate their value. Cheap is for brands that have nothing else to offer. Cheap is a race to the bottom. As Seth Godin so wisely pointed out—“Cheap is the last resort for brands who haven’t given their audience something else to care about.”

Give your audience something else to care about. Craft a solid brand strategy and ensure you don’t end up competing on price.

BRANDED PRODUCTS COMMAND HIGHER PRICES

When faced with choosing between two products - one generic, the other branded, potential customers often select the more expensive branded product as it has a higher perceived value based on the perceived value of the brand. The most obvious example of this is Nike vs a generic shoe. Because Nike has a high perceived value it can charge more for its products—and customers are happy to pay that high price.

A Nike shoe retails for USD\$180 (and higher) compared to a generic shoe from Kmart at USD\$25. An unbranded Black T-shirt retails for USD\$10 at Target, compared to a Black T-shirt from Gucci at USD\$480. A Women’s black Tote Bag retails for USD\$20 at Kmart, compared to a Prada Tote Bag at USD\$2,840 (please note: all prices are approximate).

High perceived value equals a high price. Not actual value. But *perceived* value.

Nike, Gucci, Prada and other brands are using the perceived-value pricing method. This is where a brand sets the price of a product by considering what product image a customer carries in their mind and how much they are willing to pay for it. In other words, pricing a product on the basis of what the customer is willing to pay for it.

This is why having a brand strategy is so important. Brand perception is a huge driver of price. Branding is the process of communicating your value so more people can buy more of your product or service at a higher price. The idea is to communicate your value and influence your customers' perceptions about your brand, so you can charge a price that reflects your value. Without a brand strategy you'll always struggle to communicate your value and get paid what you're really worth.

SO YOU CAN MAKE AN IMPACT

Without a solid brand strategy not only will you be limiting your chances of success, but more importantly limiting the impact you can make in the world, through your business. Running a business without developing a clear brand strategy is signing up to a lifetime of under-earning, being taken advantage of, attracting the wrong clients and struggling to make sales. Think of it as the foundation of your house. Would you build a house without first laying the foundation? What type of house would you expect to build without a solid foundation?

Gordon B Hinckley said it best: *"You can't build a great building on a weak foundation."* Without a solid foundation, you'll struggle to create anything of enduring value. A brand strategy gives you a solid foundation from which your brand can grow and achieve your goals.

Building a brand from the inside out that has meaning, values and personality forms the framework around which your brand can grow. Branding is about your reputation and making your audience feel safe in doing business with you.

A business without a brand strategy lacks the framework of consistency from which trust and loyalty are built.

CONNECT & RESONATE BETTER

The times they are a-changin'. Today customers expect more from their brands. Customers are becoming more conscious of where and how their products are being produced. People want to buy from and work for brands that share the same values as themselves. Customers today are smarter. In the words of Margaret Youngblood "They want to work for organisations they respect and which has the same values as they do. Consumers do not want to be marketed to or lied to now. They are demanding the facts and the truth. Consumers want to know what the company's intent is. I think they want to know that now more than they ever have before. Brands can help us clearly communicate who we are. It's become shorthand for who you are, what you're like, and what you value (Brand Thinking and Other Noble Pursuits, Debbie Millman)."

Authenticity, integrity, transparency, ethics—they're not just buzzwords. Values matter. If a brand is seen to symbolise specific values, it will attract customers who believe these values. Having a solid brand strategy ensures you'll connect with your audience on an emotional level and align your values with their values.

WITH CLARITY COMES CONFIDENCE

Once you start to gain brand clarity, you'll see what huge impact this can have. Having the knowledge and understanding of your brand will give you a huge boost in confidence. When you don't have brand clarity you'll always struggle with your messaging and communication. If you feel uncomfortable in situations where you need to talk about your brand, you know something needs to change. You should be proud of your brand and stand 100% behind it. Your audience instantly knows when this is not the case. If you're not convinced, how can you convince them? When you're crystal clear on who you are and what you offer,

BOOM!

THE POWER OF BRANDING



UNBRANDED

MEN'S BLACK T-SHIRT - TARGET

USD\$10



BRANDED

MEN'S BLACK T-SHIRT - GUCCI

USD\$480



UNBRANDED

WOMEN'S TOTE BAG - KMART

USD\$20



BRANDED

WOMEN'S TOTE BAG - PRADA

USD\$2,840

there's clarity in your mind and in your customers mind. Once you have brand clarity, you'll be able to talk about your brand with confidence and ease!

CLEAR DIFFERENTIATION

The reality is we're bombarded with advertising, information and choices everyday. The competition today is intense. In order for your message to cut through the clutter you need to be able to clearly differentiate yourself from your rivals. Otherwise you'll just get lost in the crowd. You become invisible. You must be unique so people remember you.

If you look like your competitors, then guess what? Your customer will shop around for the cheapest option. If they don't see the difference, why would they choose you?

You need to stand out among your competitors in order to communicate your value. But how can you differentiate yourself from the crowd if you don't really know who you are? This is why you need a brand strategy. You need to research your competitors and find your key points of difference and create clear differentiation in your market. You need to make it easier for your customers to make the right choice and choose you.

Don't pretend to be something you're not. Do the work, find out who you really are and build on that.

BECAUSE A LOGO IS NOT A BRAND

Let's clear up the biggest misconception about branding. Your brand is not your logo. In fact, many companies do just fine without a logo. The reality is that many entrepreneurs think their 'logo' is their 'brand'. This gets reinforced by graphic designers who advertise 'branding' work, when in fact they are actually designing a logo and matching business cards. Let's be clear: if it doesn't involve strategy, messaging, emotional appeal and visual identity—then it's not branding. *Branding begins with strategy, not design.*

If you trace the concept of branding back to its origins, you can see why so many people get confused. The act of branding originated from the prehistoric age, more than 4,000 years ago. The actual term 'brand' comes from the Middle Ages Nordic word *brandr* meaning *to burn* and refers to the practice of branding livestock. A distinctive symbol was burned into the animal's skin to distinguish ownership of one person's cattle from another's in order to deter theft.

Just like a branded symbol burnt into animal skin helps identify the owner, a logo allows us to identify the brand. It's purely a form of identification. Its function is simply to *identify* a product or service, *not* explain or sell that product or service.

Meaning if you've only got a logo, you only have a form of identification. You don't have a system to communicate your value. You don't have a strategy to explain what you have to offer. You don't have a strategy to sell your product or service. You don't have a strategy to build a relationship with your audience. You don't have a strategy to differentiate yourself in the marketplace. You don't have a strategy to unite your audience.

WHAT IS BRANDING?

Branding is the promise of consistent value, so your audience knows what to expect. It's the combination of visual, verbal and emotional attributes that define your company and distinguish it from your rivals. These include the visual design, marketing, communications and messaging which make up every experience that people have with your business. And it should be consistent everywhere! Social media. Website. Advertisements. Stationery. Signage. Marketing. Packaging. Brochures. Business cards. Even down to how the receptionist answers the phone. Your brand permeates everything you do, everywhere.

If you purchase a Rolex watch you expect a certain level of quality and value. When you purchase a meal from



DIFFERENTIATION
*If they don't see the difference,
why would they choose you?*



IDENTIFICATION
*A logo is purely a form of
identification. It's not a strategy.*

McDonald's you also expect a certain level of quality and value. McDonald's promises reasonably priced meals, ready to go, that are not that nutritious—but still, you know what to expect.

If McDonald's started building hotels tomorrow you'd also know what to expect. You can almost imagine them in your mind. They would be reasonably priced, clean, centrally located, family friendly and would be painted red and yellow. Same with Rolex. If Rolex opened a hotel tomorrow you'd also know what to expect. They would be expensive, luxurious and finely crafted with a 5 or 6 star rating. When Versace entered the hotel industry everyone knew what to expect—pure opulence. There were no surprises. That's because they have a brand and they've carved out space in their customers' minds. Their hotels are an extension of their brand - elegant, neoclassical and undeniably extravagant. If your business opened a hotel tomorrow would your customers know what to expect?

DEFINING YOUR BRAND STRATEGY

Defining your brand is a bit like a journey of brand self-discovery. It can be time-consuming and uncomfortable. But it's so worth it in the end. In order to have a strategy you need to know the following:

Who are you?

What problem do you solve?

What is your big why?

What is your mission?

What is your vision?

Who do you serve?

Who are your competitors?

What are your key points of difference?

What niche do you own?

What are your core values?

How are you improving your customers lives?

What is your brand personality?

What is your brand promise?

What is your tone of voice?

What are your core brand messages?

When you started out on your entrepreneurial journey did you dream of low profit margins? Slashing prices just to make a sale? Being a low cost producer? Struggling to pay the rent? Being lost in a sea of sameies? It's safe to assume that you started your business in the hope that it would be successful, as most do. However, few position themselves well enough to give their business the best chance of survival, establishment and then success.

This guide will give you every chance of brand success!

At the end of this guide you'll be able to answer all of these questions and have a written brand strategy. I've put together some one-of-kind exercises that you won't find anywhere else. Let's get started!

YOUR PROPOSITION

WORKBOOK: EXERCISE 1.1

Ok grab a pen and let's get started on your workbook.

Firstly, flip over to Exercise 1.1 and fill out the table. Exercise 1.1 is a basic overview of who you are and what you offer. It doesn't have to be perfect, it's just a place to start. By the end of this guidebook it's going to look very different. I've included an example over the page, for a fictitious catering business called 'Street Food Catering'.

PROBLEMS & SOLUTIONS

WORKBOOK: EXERCISE 1.2

At a very basic level business is about solving problems. It's simply the act of *helping* someone to solve a problem. That someone is your customer and the solution is your product or service.

PROBLEM + SOLUTION = OPPORTUNITY

Meaning that if you can identify a problem and solve it you have a business opportunity. Now let's get a little real here. You'll only be successful if you're willing to solve an existing



CONSISTENT VALUE
What does your hotel look like?

problem that your customer has. If you can't clearly identify your customers problem and how your product or service can solve this, then you don't really have a business.

However, if you offer products like makeup, jewellery, books, cupcakes or artwork the problem you solve may not be that obvious. But trust me, you still solve a problem. Don't worry we'll cover more of this in Chapter 7 & 8.

Flip over to Exercise 1.2 and fill out the table. List all of the problems your customer has and how you solve them. Then I want you to fill out the statement below. It's a simple exercise but it'll help you get clarity on how you serve your audience and what value you offer.

UP NEXT

In the next chapter we going to uncover why you started your entrepreneurial journey in the first place and craft your vision and mission in a few easy steps.

We'll also show you the trick to inspire and empower your tribe so you'll never have to resort to sleazy sales tactics.

YOUR PROPOSITION

NAME	Street Food Catering
LOCATION	Sydney, Australia
WEBSITE & SOCIALS Website Address Social Media Accounts	streetfoodcatering.com.au @streetfoodcatering
OVERVIEW Who are you and what you do?	Street Food Catering is a premier gourmet catering company based in Sydney. Established in 1990, Street Food Catering specialises in small events (under 100 people) and caters to corporate and private events.
PRODUCTS / SERVICES What products or services do you sell? What are your bestsellers? What are your most profitable products or services?	Catering for Corporate Seminars, Functions, Private Birthdays, Weddings, Engagements and Life Events.
TARGET AUDIENCE Who is your target audience? Who are you popular with?	People aged between 20 to 50 who are celebrating a special occasion and would like to outsource their catering. Small events held at the clients home, place of business, backyard or parkland.
VALUE What problem do you solve? How do you help your customers? Why is your product or service important or useful for your customers?	Help clients to create an event without the hassle of doing it themselves. They don't have to worry about the details, they can sit back and relax, create memorable experiences, enjoy socialising without the stress.
COMPETITION Who are your top five Competitors?	1. Premier Catering 2. ABC Catering 3. Boutique Catering 4. Events Catering 5. Joe's Catering
POINTS OF DIFFERENCE What makes you different from your competitors? What are your key points of difference?	Street food, full catering service, small event specialists, environmentally conscious, produce is locally sourced, organic and seasonal.
VISION What is your vision for the future? How are you making your customers lives better?	To be the leading small catering business in Sydney.

PROBLEMS & SOLUTIONS

PROBLEM

WHAT PROBLEM DOES YOUR PROSPECT HAVE?

Need to do all the planning and prep work, then serve to guests

Plan and organise a positive experience that guests will remember

Need to provide a delicious menu

Need to cater to different diets

Have to clean up after the event

Can't afford to hire a public space

SOLUTION

HOW ARE YOU SOLVING THIS PROBLEM?

Plan the menu, provide ingredients, prepare food and serve food

Have the experience and equipment to create an event to remember and offer a funky street food alternative

Know the latest trends and provide delicious organic locally sourced produce

We provide gluten free, vegan free and dairy free options

We clean up after the guests leave

We come to your own backyard or public space

I HELP

Sydney riders

YOUR TARGET AUDIENCE

TO

celebrate special occasions

PROBLEM

BY

providing catering services for small events

SOLUTION (I.E. YOUR PRODUCT)

CHAPTER 02 / YOUR BIG WHY

YOUR PURPOSE IS BIGGER THAN YOUR PRODUCT

“Goals are my north star. My compass. The map that guides me along the road I wish to travel. Goals are motivations with wind in their sails—they carry me forward despite the storms.” — Richelle E. Goodrich

PERSONAL MOTIVATORS

Before we rush into developing your brand strategy, let's take a step back and focus on why you started this entrepreneurial journey in the first place.

Was it because you wanted more flexible work hours? To spend more time with family and friends? Financial stability? Ability to travel? Make more of a contribution or impact in the world?

YOUR DEFINITION OF SUCCESS

What does success look like to you? When it comes to reaching our full potential it's important to consider what our own personal definition of success looks like. It will be different for each of us.

There are so many external factors that tell us what success looks like and often we adopt these without questioning them. For this exercise, let's ignore the stereotypes and preconceived definitions of success, ignore the expectations of others and ignore social media feeds that make you feel anxious and inadequate.

Living a life based on other people's expectations means that we miss out on creating a true sense of fulfillment and satisfaction in our lives. When you're living your life based on your own definition of success all the challenges and sacrifices will be worth it—because they're made in the pursuit of your dreams. Not someone else's.

Values are what makes us who we are. When we're living by them, we find the ultimate state of contentment and happiness. Values determine our actions, move us toward our life purpose and help us to reach our full potential. When our lives aren't in alignment with our personal values we see stress and tension. We feel frustrated and resentful. It's important that we take responsibility for our lives and move toward our own version of success with conviction and confidence.

PERSONAL VALUES & GOALS**WORKBOOK: EXERCISE 2.1**

I've created a really powerful exercise to help you discover your personal values and goals. Firstly, go through the list and circle the words that are the most meaningful to you. Then write down your top ten words and why they mean so much to you. Now from your list of ten, reduce this list down just five. Once you have your five, reduce this down to just three. Once you have three, I want you to choose the *one* word that is the most meaningful to you.

YOUR PERSONAL VALUES & GOALS

How did you go? Did you uncover some important things about yourself? For me, it's all about authenticity, freedom, achievement, balance and having more control over my time and direction in life. But ultimately freedom is my main personal value. Several years ago I completed a similar exercise and it was quite a profound experience. It helped

PERSONAL VALUES & GOALS

ACCOMPLISHMENT	DETERMINATION	INTIMACY	PURPOSE
ACHIEVEMENT	EFFICIENCY	INVESTING	QUALITY
ADVANCEMENT	EMPATHY	JOY	REASSURANCE
ADVENTURE	ENERGY	JUSTICE	RECOGNITION
AFFECTION	ENVIRONMENT	KINDNESS	RECREATION
AMBITION	EQUALITY	KNOWLEDGE	RELATIONSHIPS
AN OPEN MIND	ETHICS	LAUGHTER	REPUTATION
ARTISTIC EXPRESSION	EXCELLENCE	LEADERSHIP	RESPECT
AUTHENTICITY	FAIRNESS	LEARNING	RESPONSIBILITY
BALANCE	FAITH	LEGACY	REVENGE
BEAUTY	FAME	LEISURE	REVOLUTION
BELONGING	FAMILY	LIBERATION	ROMANCE
BE OF SERVICE	FITNESS	LOVE	SAFETY
BOLDNESS	FLEXIBILITY	LOYALTY	SECURITY
BUSINESS	FREEDOM	LUXURY	SELF-RESPECT
CAREER	FRIENDSHIP	MASTERY	SEX
CHALLENGE	FUN	MUSIC	SOLITUDE
CHANGE	GROWTH	NATURE	SPIRITUALITY
CITIZENSHIP	HAPPINESS	OBEDIENCE	STABILITY
COMFORT	HAPPY HOME	OPENNESS	STATUS
COMMUNICATION	HEALTH	OPTIMISM	STRENGTH
COMMUNITY	HONESTY	ORDER	SUCCESS
COMPASSION	HOPE	PARENTING	SUSTAINABILITY
COMPETENCE	HUMOUR	PARTNERING	SYMPATHY
CONFIDENCE	INDEPENDENCE	PASSION	TEAMWORK
CONTROL	INDIVIDUALITY	PEACE	TENSION
CONTRIBUTION	INFLUENCE	PEACE OF MIND	TRAVEL
CREATIVITY	INNER HARMONY	PLEASURE	TRUST
CULTURE	INNOVATION	POWER	TRUTH
CURIOSITY	INSPIRATION	PRESTIGE	WEALTH
DESIGN	INTEGRITY	PRIDE	WELLBEING

WRITE DOWN YOUR TOP TEN VALUES AND WHY THEY MEAN SO MUCH TO YOU

1. *Authenticity*
2. *Happiness*
3. *Success*
4. *Freedom*
5. *Creativity*
6. *Spirituality*
7. *Independence + Control*
8. *Love, Friendships + Relationships*
9. *Balance + Inner Harmony*
10. *Achievement (okay so my list is a little over ten)*

NOW REDUCE THIS LIST TO YOUR TOP FIVE

1. *Authenticity*
2. *Control*
3. *Freedom*
4. *Achievement*
5. *Balance*

NOW REDUCE THIS LIST TO YOUR TOP THREE

1. *Achievement*
2. *Control*
3. *Freedom*

NOW REDUCE IT TO ONE

1. *Freedom*

me to understand why I'd made certain life choices in the past and helps me to make the right decisions for my future.

Now that you've identified your core values you can apply them to all aspects of your life—personal and professional. When you do this you come closer to reaching your full potential and identifying your life purpose.

START WITH WHY

Why have some companies been able to achieve such extraordinary success, while others, with the same resources have failed? This is the question posed by Simon Sinek as he begins his famous TED Talk. Sinek's presentation is one of the most watched TED Talks of all time, sitting at over 9 million views. I would encourage you to watch it.

According to Sinek, the fundamental difference between the Apple's of the world and everyone else is because they started with *why*. He goes on to explain that most businesses know *what* they do and *how* they do it, but surprisingly most don't know *why* they do it.

In contrast, great leaders and companies start their communication with *why* they do things, eventually followed by *how* they do things, until finally revealing *what* it is they actually do.

They start with *why*—that's because emotions trump reason every time. When we make a decision based on *why*, we own it. Once sold on the cause of an idea, we'll go above and beyond to support it, with our money, our time, and in the case of some movements—even our lives.

In Sinek's follow up book "Start With Why," he illustrates how Apple has applied this technique. Here is an extract from his book: "First they tell us *Why* they exist (Everything we do, we believe in challenging the status quo, we believe in thinking differently) then they tell us *How* (The way

we challenge the status quo is by making our products beautifully designed, simple to use and user-friendly) and finally we find out *What* they make (And we happen to make great computers). Wanna buy one?"

By the time we get to the *what*, we're already sold on their cause and are ready to support them in every way we can. This is because they have aligned their beliefs with our beliefs. When you start with *why* you attract customers who share your fundamental beliefs and you won't need to resort to sleazy sales tactics.

If you want to inspire others, start by telling them *why* you do things, instead of *what* you do, and you'll see a massive change in engagement. Customers will always prefer the product or service from their favourite brand over cheaper alternatives, because they believe in you and your *why*.

INSPIRING YOUR TRIBE

WORKBOOK: EXERCISE 2.2

According to Sinek, "The goal is not to do business with everybody that needs what you have. The goal is to do business with people who believe what you believe."

Let's get inspirational and uncover your big fat *why*. What's your cause, what do you believe in, why does your brand exist, why did you get out of bed in the morning, why should anyone care? Remember, Martin Luther King was so magnetic and inspirational because he had '*I have a dream speech*,' not '*I have a plan speech*'.

So, what do you believe? What do you fundamentally believe to be true about this universe and your brand's place in it? What do you believe about your industry, the world in general, the day and age we are living in? What difference do you want to make? What impact do you want to have on your customers' lives? Flip over to Exercise 2.2 and write this down in your workbook.

Here is an example from Lorna Jane: “We believe that wearing activewear inspires and motivates you to be active. That’s why we invented it! And why we first opened our doors in 1989, to inspire, motivate and support you to live your happiest and healthiest life. We want to make sure that you have everything you need to live an active and inspired life and that all starts with designing and engineering the best activewear on the planet!”

For me, I believe we are living in a unique time in history where we can do or be whoever we want to be. So many people like you and me are seeking more meaning and fulfillment in the work we do and how we contribute to this world. We are following our dreams, launching our own brands and I want to make the process easier. I believe branding shouldn’t be complicated. That’s why the book is called Branding:Uncomplicated.

VISION STATEMENT

Once you learn your why, your mission and vision will be set in motion. Your vision is the thing you see in the future that you want to build. It describes where you want your community or the world to be as a result of your brand’s products and services.

If your *why* were to come to fruition 10, 20, 30 years later and everything worked out perfectly, what would it look like? That’s why it’s called vision, because you can see it. A vision statement focuses on tomorrow and what an organization wants to ultimately become. Let’s look at some iconic examples:

Airbnb: we imagine a world where you can belong anywhere.

Alzheimer’s Association: a world without Alzheimer’s.

Amnesty International: a world in which every person enjoys all of the human rights enshrined in the Universal Declaration of Human Rights and other international human rights instruments.

Microsoft: a computer on every desk and in every home (at its founding).

Oxfam: a just world without poverty.

Simon Sinek: imagine a world in which the vast majority of us wake up inspired, feel safe at work and return home fulfilled at the end of the day.

Wikipedia: imagine a world in which every single person is given free access to the sum of all human knowledge.

Uber: smarter transportation with fewer cars and greater access. Transportation that’s safer, cheaper, and more reliable.

TED: we believe passionately in the power of ideas to change attitudes, lives and, ultimately, the world.

These vision statements have an element of childlike wonder. They are bold, yet achievable. You can picture exactly what the brand is striving to accomplish. A vision statement will put a smile on your face. The audacity of it will motivate you. The clarity will inspire you.

MISSION STATEMENT

Mission is making a commitment to achieving your vision.

A mission statement is, in some ways, an action-oriented vision statement, declaring the purpose and your brand serves to its audience. A mission statement focuses on today and what an organisation does to achieve it.

Ultimately, a mission statement is intended to clarify the *what*, the *who*, and the *why* of a company. It’s the roadmap for the company’s vision statement. Let’s look at some iconic examples:

Tesla: to accelerate the world’s transition to sustainable energy.

Starbucks: to inspire and nurture the human spirit. One person, one cup and one neighbourhood at a time.

IKEA: to create a better everyday life for the many people.

TED: to spread ideas.

Nordstrom: to give customers the most compelling shopping experience possible.

Coca-Cola: to refresh the world in mind, body and spirit. To inspire moments of optimism and happiness through our brands and actions.

Lorna Jane: to empower women to live a life that they love through Active Living and the daily practice of Move, Nourish, Believe.

Google: to organize the world's information and make it universally accessible and useful.

Uber: to bring transportation — for everyone, everywhere.

Toyota: to attract and attain customers with high-valued products and services and the most satisfying ownership experience in America.

Ebay: to be the world's favorite destination for discovering great value and unique selection.

Facebook: to give people the power to build community and bring the world closer together.

YOUR VISION & MISSION STATEMENTS WORKBOOK: EXERCISE 2.3 & 2.4

Ready to uncover your vision and mission? Have a go at the exercises and try to complete the following statements:

My vision is to create a community or world where... Imagine a world where...

Imagine a world in which...

My mission is to commit to...

I am committed to...

Use the examples over the page to guide you.

USING YOUR VISION & MISSION STATEMENTS Often vision and mission statements aren't clearly stated as 'vision' and 'mission' statements. Most of the time they are woven into the brand story and web copy on the About page.

There is no right or wrong way to apply these statements. You could share them on your About page of your website,

like [Starbucks](#) and [Tesla](#). Or use them on your homepage like [Simon Sinek - Start with Why](#).

The purpose of the exercise is to let your audience know why you exist and how you can positively impact their lives. After all, as Damon Richards stated: "your customer doesn't care how much you know until they know how much you care." Time to show how much you care.

If you're really struggling with your vision and mission statements wait until you have completed your Customer Avatar in Chapter 3. Once you've established your customers goals, hopes and wishes, it then becomes your mission to *help them achieve these goals*. Let's take a Personal Trainer for example. Their customer's goal might be to lose weight, build muscle and get their confidence back. So their mission statement might be: to help empower women to be the best they can be. If you approach it from this perspective, you're helping your customers accomplish their goals and your branding will be stronger and more effective than ever.

UP NEXT

In the next chapter we are going to show you the must-use technique to capture your audience's attention and make your customers feel like your brand was built just for them.

VISION STATEMENTS

AIRBNB	WE IMAGINE A WORLD WHERE YOU CAN BELONG ANYWHERE
AMNESTY INTERNATIONAL	A WORLD IN WHICH EVERY PERSON ENJOYS ALL OF THE HUMAN RIGHTS ENSHRINED IN THE UNIVERSAL DECLARATION OF HUMAN RIGHTS AND OTHER INTERNATIONAL HUMAN RIGHTS INSTRUMENTS
MICROSOFT	A COMPUTER ON EVERY DESK AND IN EVERY HOME (AT ITS FOUNDING)
OXFAM	A JUST WORLD WITHOUT POVERTY
SIMON SINEK	IMAGINE A WORLD IN WHICH THE VAST MAJORITY OF US WAKE UP INSPIRED, FEEL SAFE AT WORK AND RETURN HOME FULFILLED AT THE END OF THE DAY
WIKIPEDIA	IMAGINE A WORLD IN WHICH EVERY SINGLE PERSON IS GIVEN FREE ACCESS TO THE SUM OF ALL HUMAN KNOWLEDGE
UBER	SMARTER TRANSPORTATION WITH FEWER CARS AND GREATER ACCESS. TRANSPORTATION THAT'S SAFER, CHEAPER, AND MORE RELIABLE.

MISSION STATEMENTS

TESLA	TO ACCELERATE THE WORLD'S TRANSITION TO SUSTAINABLE ENERGY
NORDSTROM	TO GIVE CUSTOMERS THE MOST COMPELLING SHOPPING EXPERIENCE POSSIBLE
TED	TO SPREAD IDEAS
IKEA	TO CREATE A BETTER EVERYDAY LIFE FOR THE MANY PEOPLE
STARBUCKS	TO INSPIRE AND NURTURE THE HUMAN SPIRIT. ONE PERSON, ONE CUP AND ONE NEIGHBOURHOOD AT A TIME
COCA-COLA	TO REFRESH THE WORLD IN MIND, BODY AND SPIRIT. TO INSPIRE MOMENTS OF OPTIMISM AND HAPPINESS THROUGH OUR BRANDS AND ACTIONS
LORNA JANE	TO EMPOWER WOMEN TO LIVE A LIFE THAT THEY LOVE THROUGH ACTIVE LIVING AND THE DAILY PRACTICE OF MOVE, NOURISH, BELIEVE
UBER	TO BRING TRANSPORTATION – FOR EVERYONE, EVERYWHERE

CHAPTER 03 / WHO YOU SERVE

IDENTIFYING YOUR IDEAL CUSTOMERS

“Get closer than ever to your customers. So close, in fact, that you tell them what they need well before they realise it themselves.” — Steve Jobs

So many entrepreneurs get this wrong—even big business. A lot of people think they know who their customer is. Or better yet, they think *everyone* is their customer. Take some advice from Seth Godin - “*Everyone is not your customer.*” Trying to be everything to everybody, means you become nothing to no one. Markets are so oversaturated that any attempt to appeal to everyone dilutes your power to cut through the noise and be heard.

WHY YOU NEED TO IDENTIFY YOUR DREAM CUSTOMER OR CLIENT

Choices and control! You’re in the driver’s seat and you get to make the choices. You get to say who you want to work with. No longer are you at the mercy of people who don’t value you. There’s always going to be customers that value and appreciate you more than others. They’re the people you want to work with. Ignore the rest.

It allows you to become more targeted and focused where you spend your marketing dollars. Appealing to a mass market requires huge amounts of money. Having a narrowly defined audience will allow you to focus your marketing budget on reaching the right people.

It’s easier! It’s so much easier to create content for a small defined audience than it is for the mass market. With your ideal customer in mind you can focus your efforts on helping to solve their problems.

Appealing to your ideal customer allows you to cut through the noise and get your message heard. In a world full of infinite choices, if something doesn’t speak directly to us and our problems, then chances are we’re going to ignore it. We want to buy from someone who gets us. Someone who understands our problems. Someone we can trust. Someone we can connect with.

By focusing on your ideal clients who you’re truly meant to serve you’ll be able to resonate better, create outstanding products and services, build a raving fan base and earn more money. Don’t gloss over this section! Take the time to really understand your customer. The more detail you have on your target audience the greater your ability to connect with your market.

LAYING THE FOUNDATION

In this chapter we are going to create your Customer Avatar. A Customer Avatar is an in-depth profile of one individual that sits within your target audience which describes them in detail. It’s a fictional character you create that best represents your ideal customer or client. It includes their demographics like age, gender, location. But more importantly, psychographic information like their goals, dreams, values, desires and fears. Demographics are more surface level information, but psychographics is where the gold is.

I CAN'T STRESS THIS ENOUGH

It's vital you make your Customer Avatar as specific as possible. Your Customer Avatar impacts *everything!* It's the foundation of your branding and marketing and impacts *every aspect* of your business. Think of your customer avatar as the foundation of your brand.

This process will give you clarity on who you serve and help you make important branding decisions later on. It's critical you understand your customer inside out as it will help you to craft your brand identity, write outstanding web content, blog posts that people actually want to read, social media posts, videos, email campaigns, products and offers that grabs their interest and solve their problems.

YOUR TOP CUSTOMERS OR CLIENTS

WORKBOOK: EXERCISE 3.1

Firstly think about the top five customers or clients that you really loved working with and write them down on Exercise 3.1 of your workbook. Then underneath list all the things that they have in common? Is it their age, gender, industry, location, values, lifestyle, interests, goals, beliefs, attitudes?

YOUR CUSTOMER AVATAR

WORKBOOK: EXERCISE 3.2

Now we are going to create your Customer Avatar in your workbook. Firstly give them a fictional name as this will help bring them to life. I've included a couple of examples over the page, to help you get started and guide you through the process.

DEMOGRAPHICS

This is where we are going to establish their age, gender, marital status, education level, occupation, income, nationality. If they have any children, and their age. But we don't want to stop here. People are so much more than their age and income bracket.

SOURCES OF INFORMATION

In this section it's critical to determine where your customer spends their time on and offline. What books do they read? What magazines do they subscribe to? What blogs do they read? What are their favourite websites? What news channels do they watch? This is vital information when considering where to advertise and how to target them. If you know your customer spends every morning scrolling through their Instagram feed, then it only makes sense to advertise on Instagram in the morning.

GOALS & VALUES

What does your target audience value and hold dear? What is important to them in their lives? What do they love? What are they trying to achieve? What do they purchase? What brands do they like? Also, keep in mind how this is relevant to your product or service. For example if you're a Personal Trainer you might find that your customer values their health and wellbeing and has recently purchased a gym membership, joggers and activewear.

FEARS & PROBLEMS

Before we can solve your customer problems, we first need to identify what they are. What are their problems? What are they struggling with? What are their fears? What are they worried about? What is stressing them out? Also, how much is it costing them? Is it costing them time, money, sales, peace of mind, their happiness? What are they losing out on because they don't have a solution yet? How does this make them feel? Stressed out, anxious, depressed, worried, helpless? If you know this, we can talk to where they are right now. For example, if you're a Wedding Planner your client may be worried about the uninvited guests, family politics, the budget, the bridesmaids complaining about dresses, complaints about the seating plan or bad weather.

CUSTOMER AVATAR

AVATAR NAME	<i>Jessie the Gym Junkie</i>		
DEMOGRAPHICS			
AGE	<i>36 years old</i>	GENDER	<i>Female</i>
MARITAL STATUS	<i>Married</i>	AGE OF CHILDREN	<i>5 + 9 years old</i>
LOCATION	<i>Sydney</i>	OCCUPATION	<i>Marketing Manager</i>
ANNUAL INCOME	<i>\$80k</i>	EDUCATION LEVEL	<i>College diploma</i>
SOURCES OF INFORMATION			
BOOKS & MAGAZINES	<i>Women's Health, Nourish</i>	BRANDS/PURCHASES	<i>Lululemon, Gym membership</i>
TV SHOWS	<i>The Biggest Loser</i>	GURUS/EXPERTS/ PERSONALITIES	<i>Kayla Itsines, Lorna Jane</i>
BLOGS/WEBSITES	<i>Workout Mummy</i>	SOCIAL MEDIA PLATFORMS	<i>Instagram + Facebook</i>
SOFTWARE/EQUIPMENT	<i>Joggers, yoga mat, dumbbells</i>	OTHER	
GOALS & VALUES			
GOALS? WHAT DO THEY WANT TO ACHIEVE?	<i>Lose weight, lower body fat, build muscle, get stronger, have more energy, feel more confident.</i>		
WHAT DO THEY LOVE, VALUE & APPRECIATE?	<i>Personal development, courage, growth, health, fitness, wellbeing</i>		
CHALLENGES, FEARS & PROBLEMS			
WHAT ARE THEIR FEARS? WHAT IS KEEPING THEM UP AT NIGHT? WHAT IS IT COSTING THEM?	<i>Juggling work and family, struggling to lose weight, lack of confidence, motivation, lack of guidance, not enough hours in the day, non-supportive family and friends, feeling depressed, lack of energy, not achieving her goals.</i>		
HOPES, WISHES & SOLUTIONS			
WHAT ARE THEY HOPING FOR? WHAT ARE THEIR DREAMS?	<i>Be a better mother, be a better spouse, fit into a size 8, run a marathon, long lasting permanent changes, join a community of like-minded individuals.</i>		
WHAT DO THEY WANT TO BE?	<i>Inspiration for her children, be all she can be, Wonder Woman</i>		

In some cases, identifying your customers pain points can be challenging as you don't share the same problems. For example, if you're a Personal Trainer you don't struggle with losing weight, because this is where you shine. If you're a Wedding Planner you don't struggle with planning weddings as this something that you love and enjoy doing. So trying to identify your customers problems can sometimes be a little tricky as you need to put yourself in their shoes. If you're stuck for ideas head on over to Google and do a little research.

This section can help if you are struggling to come up with new product ideas. Remember problem + solution = opportunity. So, if you can identify a problem your customer is struggling with and create a product or service that solves this problem you have a potential opportunity.

HOPES & SOLUTIONS

Now let's look at the positives. What are your customers hoping for? What do they wish would happen? What do they really want that they don't have now? What have they tried that didn't work for them? How can you be the Panadol (i.e. Aspirin) to their headache?

For example, if you're a Personal Trainer your customer might wish they had more energy or more confidence. If you're a Wedding Planner your client may wish to have the day of their dreams minus the stress and drama.

Now before you start designing your logo, choosing colours and fonts, I want you to first think - Will this appeal to my ideal customer? Next time you develop a product or service think - Is this going to solve their problem? Before you design your website think - Is this going to appeal to them, is my content helping to solve their problems and achieve their goals? Every time you post on Facebook or Instagram, write a blog post, film a video I want you to think of this person. Will it appeal to them? Will it help them? Educate

them? Inform them? Entertain them? If not, then you may need to rethink it.

Can you now start to see how your ideal customer will affect every branding or marketing decision you make?

YOUR VALUE STATEMENT

Have you ever been in a situation where you unexpectedly bumped into an old friend or acquaintance and they ask you "What do you do?" You open your mouth to explain, but... you don't know where to begin. This is when you need a value statement (also known as an elevator pitch).

A value statement is a short, prepared speech that explains who you are and how your product uniquely solves your target audience's needs and wishes, in one tidy sentence.

I recently came across a YouTuber who does this perfectly. He's a Dating Coach (don't judge me) and his name is Jason Silver. His statement goes a little something like this: "Hi, I'm Jason Silver and I'm the Dating Coach for ambitious women. Each week I show you how to meet, attract and get true commitment from a high quality man." How good is that! In one sentence (ok two) he has explained who he is (Dating Coach), his target audience (ambitious women), how he can help solve their problem (I show you how to meet and attract) and pin-points their real goals and desires (get true commitment from a high-quality man).

CUSTOMER AVATAR

AVATAR NAME	<i>Bella the Bride-to-Be</i>		
DEMOGRAPHICS			
AGE	<i>26 years old</i>	GENDER	<i>Female</i>
MARITAL STATUS	<i>Engaged</i>	AGE OF CHILDREN	<i>Nil</i>
LOCATION	<i>Melbourne</i>	OCCUPATION	<i>Law Graduate</i>
ANNUAL INCOME	<i>\$70k</i>	EDUCATION LEVEL	<i>University degree</i>
SOURCES OF INFORMATION			
BOOKS & MAGAZINES	<i>Bride, White, Hello May</i>	BRANDS/PURCHASES	<i>Wedding dress, invitations</i>
TV SHOWS	<i>The Bachelor</i>	GURUS/EXPERTS/ PERSONALITIES	<i>Martha Stewart</i>
BLOGS/WEBSITES	<i>Etsy, The Knot</i>	SOCIAL MEDIA PLATFORMS	<i>Pinterest, Instagram, Facebook</i>
SOFTWARE/EQUIPMENT	<i>Wedding Website</i>	OTHER	
GOALS & VALUES			
GOALS? WHAT DO THEY WANT TO ACHIEVE?	<i>Stress-free day, wedding of their dreams, everyone to have a great time, enjoy the moment, be able to remember this day for the rest of their life.</i>		
WHAT DO THEY LOVE, VALUE & APPRECIATE?	<i>Relationships, love, affection, attractiveness, beauty.</i>		
CHALLENGES, FEARS & PROBLEMS			
WHAT ARE THEIR FEARS? WHAT IS KEEPING THEM UP AT NIGHT? WHAT IS IT COSTING THEM?	<i>Bad weather, unwanted guests, complaints about seating plan, no help with wedding planning, pressure to look great, photographs, picky guests, bridesmaids outshining the bride, family politics.</i>		
HOPES, WISHES & SOLUTIONS			
WHAT ARE THEY HOPING FOR? WHAT ARE THEIR DREAMS?	<i>Red carpet treatment, enjoy life passionately, look glamorous, a day of indulgence, once in a lifetime event.</i>		
WHAT DO THEY WANT TO BE?	<i>A striking vision of beauty, celebrity for a day, the centre of attention.</i>		

YOUR VALUE STATEMENT

WORKBOOK: EXERCISE 3.3

Ok now it's your turn. Turn to Exercise 3.3 and start filling in the blanks. Use your Customer Avatar that you just created in Exercise 3.2 to guide you.

I / We: Write down your target audience.

To: Write down your target audiences' goals.

By: Write down your product or service, which solves their problem.

That: Write down your target audiences' hopes, wishes and desires.

Now it will probably come out a little clunky, so I want you to refine it down into one simple, clear sentence (or two).

UP NEXT

In the next chapter I'll show you how to put up a velvet rope in front of your business and get more of the clients you deserve.

VALUE STATEMENT

I / WE HELP

Ambitious women

YOUR TARGET AUDIENCE / IDEAL CUSTOMER

TO

Meet and attract a high quality man

YOUR TARGET AUDIENCES' GOALS

BY

Videos that show you how to meet and attract

YOUR PRODUCT OR SERVICE WHICH SOLVES THEIR PROBLEM

THAT

Get true commitment

THEIR HOPES, WISHES & DESIRES

NOW LET'S CLEAN IT UP AND REFINE IT:

I'm Jason Silver and I'm the Dating Coach for ambitious women. Each week I show you how to meet, attract and get true commitment from a high-quality man.

CHAPTER 04 / YOUR NO CLIENTS

THE SUBTLE ART OF REPELLING CUSTOMERS

“Strength isn’t pretending to be something your not. It’s having the courage to live from the truth of who we are.” — Marie Forleo

The next step is to define your *no clients* or *customers*.

Identifying your *no clients* will help you to attract the right type of people to your business and ensure you don’t end up working miserably with the wrong type of people.

TIME WASTERS & ENERGY SUCKERS

You’re not going to be able to please all of the people all of the time. You and your team only have so much time, energy and emotional bandwidth.

There’s always going to be those clients that make unreasonable demands, don’t respect your time, don’t respect your opinion and always want a lower price. The reality is they do this because they don’t really value you.

These people are stealing your time, energy and attention. While trying to accommodate them you’ve wasted valuable time and energy. Time and energy you could have spent trying to find and attract customers that do value you.

But the harsh reality is that it’s not their fault. It’s yours. You don’t have to say yes to everyone. You always have a choice. It’s up to you to set boundaries and expectations.

Most people think they need more customers, not less. But this is where I disagree - you don’t need more customers. You need more of the *right* customers.

A LIFETIME OF COMPROMISES

Appealing to so many people means that in the end you appeal to no one. When we appeal to everyone we forget that each of our customers is a unique individual with their own problems, desires, beliefs, goals, hopes and dreams. We lump them all into one group and expect them to respond to the same messages.

Trying to be everything to everybody requires a lifetime of compromises. It requires that you offend no one. It requires that you satisfy everyone. It requires you to play it safe. It means generalisations. It means being average. It means diluted messages. It means boring. It means Vanilla.

I have news for you: Vanilla doesn’t get attention. Average doesn’t stand out. Blueberry Panna Cotta gets attention. Maui Brownie Madness stands out.

Time to stop hiding. Time to stop playing it safe. Time to stop being average. Time to stop begging people to be your clients. Time to stop pleasing everyone. *Your not for everyone, so stop trying to be.*

Harley Davidson is the perfect example. They’re most definitely not for everyone. They know exactly who they are and who they serve. If they tried to appeal to everyone they would lose their cult-like status.

SIMPLIFY TO AMPLIFY YOUR BUSINESS

When you're crystal clear about who you serve and what you offer your business skyrockets. There's clarity in your mind and in your customers mind. You'll be more confident and understand what your purpose is. Your business will feel like freedom, because you're serving the people you want to serve and doing the work you want to do.

BE BRAVE AND STAND IN YOUR TRUTH

It's not easy, it takes courage and conviction. It takes courage to say no. It takes conviction to know who you are. It takes courage to turn people away. It takes courage not to fit in. It takes courage to say "*It's not for you.*"

But it's all about respect. It shows them that you respect them enough not to waste their time or try to change their opinions. Your saving everyone's time and being open and upfront. It also demonstrates respect for those you serve, it says - *I created this for you. Not for them, but for you.* You must be willing to say - this is who my products and services are for and this is who it isn't.

Stand in your truth, your not for everyone.

LEADING BY EXAMPLE

A brand that smashes this concept out of the park is Marie Forleo. She artfully combines her *no clients* in with her light-hearted core values. You can check it out over at marieforleo.com on her *How We Roll* page. It sends a clear message to her customers: we are an exclusive community, with a positive mindset and are only interested in working with like-minded individuals that share our high values.

PEOPLE I CAN'T HELP

WORKBOOK: EXERCISE 4.1

Now don't get me wrong, it's not about running around telling everyone no you can't work with us. It's about setting expectations and boundaries. It's letting people know when you can't help and what you don't do.

So let's define them, so you can focus on the customers that really matter and exclude the ones that don't. I have a super fun task that makes this really easy.

Ok grab a pen and let's get started on Exercise 4.1. Let's define all the people you don't want to work with or can't help. They could be: an industry you can't help, an age group you can't help, a personality you don't enjoy working with, a geographical location you can't serve, a gender you don't serve, a budget you can't work with.

PEOPLE WHO P*SS ME OFF!

WORKBOOK: EXERCISE 4.2

STEP 1 - IDENTIFY THE TYPE OF PEOPLE WHO PISS YOU OFF

First thing we are going to do is list all the kinds of people who pissed you off! All those people that made your life miserable. No names, (well you can if you want) but describe what it was about them that really shit you. For example - they don't pay on time, they don't respond in a timely manner, they don't value your opinion, they don't value your skills, they always want a discount, they're rude, they're are ungrateful, they're arrogant, they're bitchy, they're dishonest...you get the idea.

STEP 2 - SUMMARISE THEM

Try to summarise into one or two words if possible. For example, *always wants a discount* becomes *penny-pinching* or *tight-arse, not responding in a timely manner* becomes *not committed*.

STEP 3 - IDENTIFY THE TYPES OF PEOPLE WHO YOU LOVE WORKING WITH

Now we are going to take column 2 and list the *opposite* of those qualities in the last column. So, if you had arseholes for example, then you would add the opposite of this (i.e. nice, kind, genuine authentic people) in column 3. And so on.

Not only are these the kinds of people that you prefer to work with—but they’re actually your own qualities and attributes!

IT'S A WORK IN PROGRESS

There are going to be times when a non-ideal customer or client slips through. But next time when you’re experiencing a difficult client, instead of feeling angry and frustrated, start thinking about how you can do a better job of setting expectations and refining your ideal customer in the future. Decide what you do and who you serve and then commit to it, no matter how challenging it is to say no.

UP NEXT

In the next chapter we’ll show you how to cut through the noise, dramatically improve your presence and make your competition irrelevant.

CHAPTER 05 / COMPETITORS & NICHING

MAKING THE COMPETITION IRRELEVANT

“You can’t look at the competition and say you’re going to do it better. You have to look at the competition and say you’re going to do it differently.” — Steve Jobs

Understanding who your key competitors are, how they’re positioning themselves, what products and services they offer is an extremely helpful way for you to ensure your brand is differentiated.

Competitor auditing isn’t the most exciting topic. But trust me, conducting a basic competitor audit will help you uncover some real gems of information. The audit will help you understand who your key competitors are and give you an accurate picture of what is going on in your industry. It’s crucial to study your industry patterns and trends as it will reveal the strengths and weaknesses of your own business. Not only this, but it will help you to craft a brand that is truly unique and uncover potential product ideas you may not have thought of.

The goal of this exercise is to make sure you look and sound different and ensure your potential customers have every reason to pick you over your competition.

COMPETITOR AUDITING

WORKBOOK: EXERCISE 5.1

The first thing you need to do is identify your key competitors. The good news is we’ve already done this in Chapter 1. So take your 5 key competitors and refine that list down to 3. Feel free to do all 5 if you have time, if not 3 is fine. To really understand your competitors, you need to go to their site, explore their About Us and Product pages and really see for yourself what they’re saying.

Go to your first competitors website and start to fill out Exercise 5.1 of your workbook. I’ve included an example over the page to get you started.

Name - Write down their brand/business name.

Location - Where are they located?

Website & Socials - Write down their website address and any social media links. Do they have a clear and consistent brand identity online?

Overview - Write a short description about who they are and what they do.

Products / Services - What products and services they offer? What are their bestsellers?

Target Audience - Who is their target audience?

Price - Are their prices low, average or relatively expensive compared with the rest of the market?

Strengths - What do they excel at? What are they known for? What do they do that works well?

Weaknesses - What could they do less of? What is holding them back?

Opportunities - What could they do more of? What opportunities are they missing?

Points of Difference - What are their key points of difference? How are they different from you?

Now repeat for the other competitors. Now that you have completed your competitor audits, it’s time to define your key points of difference.

KEY POINTS OF DIFFERENCE

Differentiation is the way in which your brand differs from your competitors. How can your potential customers clearly differentiate you from your competition?

The goal is to clearly set yourself apart from your competitors, so there is no confusion in your customers mind.

WHAT MAKES YOU DIFFERENT?

WORKBOOK: EXERCISE 5.2 & 5.3

Products & Services - Are you offering the same products and services as your competitors? If so, how is your product or service different?

Price - do you share the same price point? Do they have higher or lower prices than you? Is there any differentiation?

Promotion - how do you communicate with your audience? How do you market and sell your products in comparison to your competitors?

Place - do you have a shop/office, if so is it more conveniently located? Where are your products sold?

Packaging - how are you visually presenting your products? Remember you only get 30 seconds to make a first impression.

Positioning - how are you positioning yourself in the marketplace compared to your competitors? Do you own a particular niche?

People - are you serving the same target audience? Can you serve a different target audience?

VISUALS & BRAND IDENTITY

Can your potential customers easily distinguish you from your competitors? Do you visually look different? If your main competitor's brand colour is orange, then how are you going to stand out in the marketplace if you use the same brand colour?

Are you using the same typography (i.e. fonts) as everyone else? If so, how are creating differentiation in your marketplace? This is actually one of my pet peeves. Typography is probably one of the most powerful and overlooked tools in the graphic design toolbox. Typography can instantly create character, style and separate you from the competition. Free fonts might be easy to acquire, but they're also easy for everyone else to acquire. Which is great if you want to look like everyone else. Typography is an area you don't want to skimp on. Do yourself a favour and purchase some good quality fonts.

I've seen businesses craft a new brand identity only to use the same fonts and brand colours as their competitor down the road. This. Is. Crazy. Town. *Crazy!* The whole concept of branding is to create a unique identity. How is this possible if you look exactly like your main competitor? It isn't. You just blend in. You become invisible. And more importantly your customers may confuse you for your competitor and purchase from them instead!

A LITTLE NOTE ON BORROWING

Now I know it can be a little tempting to borrow a few of your competitors ideas, especially if they're good. But let me stop you there. My question is, why would you want to be like them, when you can be like you? By all means use it for inspiration, but improve on their ideas and offer something different and better. The wise Dr Seuss said it best: *"Today you are you, that is truer than true. There is no one alive that is youer than you."* There is only one *you* in this universe. Your uniqueness is your advantage. *Use it!*

COMPETITOR AUDIT

NAME	<i>Boutique Catering</i>
LOCATION	<i>Sydney, Australia</i>
WEBSITE & SOCIALS Website Address Social Media Accounts	<i>boutiquecatering.com.au</i> <i>@boutiquecatering</i>
OVERVIEW Write a short description about who they are and what they do (use their about page)	<i>Boutique Catering is a premier, award winning catering business located in Sydney. They offer a formal range of catering, for corporate events. Although also cater for more formal private events or weddings.</i>
PRODUCTS / SERVICES What products or services do they sell? What are their bestsellers?	<i>Corporate catering, wedding catering and events catering.</i>
TARGET AUDIENCE Who is their target audience? Who are they popular with?	<i>Primarily corporate sector and formal events.</i>
PRICE What is their price point? Low, average, high?	<i>Medium to high price point.</i>
STRENGTHS What do they excel at? What are they known for? What do they do that works well?	<i>They are clearly positioned at the high end of the market. Targeting corporations and formal events. They are known for their high end service.</i>
WEAKNESSES What could they do less of? What is holding them back? Your competitors weaknesses are your potential opportunities.	<i>Their brand identity doesn't reflect one of a premier brand, they use stock images instead of real imagery of their events, their website is very dated, they're not very active on social media, they only serve the city area.</i>
OPPORTUNITIES What are their key points of difference? How are they different to you?	<i>Craft a more high end brand identity, offer a more exclusive product range, serve a wider location.</i>
POINTS OF DIFFERENCE What are their key points of difference? How are they different to you?	<i>Price, product offering, positioning, target audience</i>

CARVING OUT YOUR SPACE IN THE MARKET

It's no secret that competition today has become increasingly intense. Customers are constantly bombarded with advertising, information and choices.

If you try to appeal to everyone your message will quickly be drowned out by the competition and clutter that already exists in the marketplace. Making it impossible to capture their attention and speak to them directly.

So, how do you avoid this? by owning a niche.

Stop focusing on how you can beat the competition and start focusing on making the competition irrelevant. The more you niche, the easier it is to provide value to your audience.

The reality is your target audience is overwhelmed with an infinite amount of choices and alternatives. They have limited time and too many options. The goal is to position yourself in the marketplace where you are the clear and obvious choice. Make their job easier!

BLUE OCEAN STRATEGY

The power of niching was made popular in the book *Blue Ocean Strategy* by W. Chan Kim and Renee Mauborgne. To summarise if you try to enter an established market with the hopes of outperforming the competition, you are adopting what the authors call a *red ocean strategy*. In today's world thanks to the rise of technology and access to information it's too easy for businesses to enter an established market and saturate that market. When a market is saturated the only way to succeed is battling for market share which turns the market waters bloody and red, hence the term *red ocean strategy*. If instead you focused on sailing past the red oceans in search for blue waters of untapped market potential you increase your chances of survival and

profitability. The goal is to create an environment in which you are the only competitor, rather than trying to fit into an established market.

When the authors W. Chan Kim and Renee Mauborgne studied 108 new businesses over 30 different industries, 92 of those businesses adopted a *red ocean strategy* and aimed at outperforming the competition. The remaining 16 businesses adopted a *blue ocean strategy* and avoided competition in search for a new category that they could dominate. When looking at the collective profits of all 108 companies across several years the 92 *red ocean* businesses only accounted for 39% of the total profits. That meant 61% of the profits were generated by the 16 *blue ocean* businesses. Upon further study the authors discovered that the blue ocean businesses went on to dominate their respective markets for 10 to 15 years after their initial launch.

THEY GET ME!

One business that has done just that, is Flash Pack. Rather than position themselves as just another tour operator, they have positioned themselves as a "small adventure group tour adventure company exclusively for solo travellers aged between 30 to 49." When I first came across Flash Pack my first impression was: Finally! A brand that gets me! I felt like I'd found a brand that understood me and my problems.

And this is the same reaction you want to achieve from your target audience. You want them to feel like: they understand me! They get me! *That your brand was built just for them, to solve their problems!*

See how powerful this is? No longer will you need to convince your audience to understand you. No longer will your message be lost in the crowd. No longer will you need to compete for attention. You'll be able to talk directly to your customer and cut through all the noise and clutter.

You'll resonate better with your audience, charge more for your products and services, become a specialist in your field and have more success.

YOUR INDUSTRY NICHE

WORKBOOK: EXERCISE 5.4

Now it's your turn. Grab a pen and start filling out Exercise 5.4 in your workbook. First take a step back and look at the industry that you operate within. Then look at your market within that industry. Lastly get really specific and refine it even further to find a solid niche within your market. Here are a few examples to get you going:

Sister Scout Studio

Industry: Wealth

Market: Entrepreneurship

Niche: Photography studio for female small business owners.

@sisterscoutstudio

Drybar

Industry: Beauty

Market: Hairdressing

Niche: No cuts, no colour, just blowouts (blowdrys).

@thedrybar

Flash Pack

Industry: Travel

Market: Group Tours

Niche: Small adventure group tour adventure company exclusively for solo travellers aged between 30 to 49.

@flashpack

IT'S NOT SET IN STONE

But don't stress! This isn't set in stone. As your business grows and evolves, so too will your niche.

Prior to the 1920's wearing a black dress was a symbol of mourning. That was until a little known French fashion designer published a sketch of simple black dress in Vogue. This simple "little black dress" went on to change the fashion landscape forever. We all have to start somewhere and for Coco Chanel it was the "little black dress." Today Chanel has evolved to become a global fashion brand that sells everything from clothing, cosmetics, jewellery and fragrance.

UP NEXT

In the next chapter we'll show you how to create a movement and presence in your market like no other! This powerful strategy will ensure you split apart from the pack, resonate better and ignite passion in your audience.

CHAPTER 06 / VALUES & CHARACTER

CREATING A MOVEMENT, NOT JUST A BRAND

“If you set out to be liked, you would be prepared to compromise on anything at anytime and you would achieve nothing.” — Margaret Thatcher

This chapter will guide the vision and direction of your business moving forward. It will allow you to create a movement and a presence in your market like no other.

CORE VALUES

Your core values speak to your place in the universe. Why people buy from you and why they want to work for you. If a brand is seen to symbolise specific values, it will attract customers who believe in these values. The key is to align your core values with your audience's core values.

When we stand for everything, we end up standing for nothing. When we try to satisfy everyone, we blend into the background. But when we stand for something we split apart from the pack.

It's not about stirring up trouble or being heard. The fact is your audience relies on you for your own unique view. It's what they're buying. If we do this properly, our view offers value. It's useful. It solves problems or creates opportunity. It improves something in some way.

Your own stand might mean clearly communicating: what you do—and what you won't, how you're best able to help, what you believe is important—and not, who you serve—and who you shouldn't, what's free, what the customer pays for.

When you stand for everything, you stand for nothing.

Taking a stand is brave. Difficult. Lonely. Even a bit scary. It requires you to take a stand for principles you believe in to build a stronger brand identity and reputation. It requires you to be a leader.

The problem is we don't want to want to lose the other people. But the thing to remember is that they're not your people anyway. They were never for you.

By identifying your core values not only do you attract the right customers, but you also separate yourself from the pack.

THE POWER OF POLARITY

Everything has an opposite. Day and night. Light and dark. Hot and cold. In order to resonate, in order to matter, you need to communicate what you stand for. The more exposed, clear and transparent you are about what you stand for as a brand, the more you amplify your resonance with your audience.

Polarity allows you to create a movement in your market. It allows you to cut through. It's the us versus them mentality. It creates clear separation in your market and allows you to attract customers whose principles are aligned with yours and repel those that don't. Essentially polarity is about creating clarity. Clarity in your mind and clarity in your

customers mind. Using the power of polarity means that when you get clear on what you stand for, you no longer need to compete with the rest.

So, what do you stand for? But more importantly, what do you stand against? In my market I stand for: clarity, simplicity, authenticity, process, results and taking action. I stand against: confusion, complexity, superficiality, bullsh*t, nonsense, pie-in-the-sky thinking, over-hyped buzzwords, page fillers and fluffy content with no clear outcome. I stand against ‘experts’ who only offer inspiration, but don’t tell you how to actually do it. People who waffle, but don’t have anything useful to say. Or so called ‘experts’ who make the simple complicated in attempt to make a few bucks only to reveal the obvious. To me that’s selfish, useless, fluffy and doesn’t help anyone.

There are other people out there creating what I consider to be ‘depthless fluff.’ But I stand for clear practical step-by-step strategies that you can apply and implement to create an outstanding brand. The how-to, not just the why. People who like depthless fluff can go to people who offer that. But I don’t offer that, I stand against it.

PROCEED WITH CAUTION

Now there is a right and a wrong way to do this. It’s not about going out there and trying to pick a fight. It’s about uncovering your beliefs and values, then standing behind them.

If you go too extreme you can run the risk of turning people off. There is a fine line here and you don’t want to start outcasting people so much that they don’t want to be a part of what you’re doing. Proceed with caution.

One of the best examples is Donald Trump. He’s very polarising. People either love him or hate him. Yet some people stand behind him (not me for the record).

The goal is to align your values with your audience’s values so you split a part from the pack and resonate better with your audience.

Don’t be scared about polarity, step off your neutral line, quit trying to be everything to everyone and be courageous enough to be yourself.

DEFINING YOUR CORE VALUES

The most obvious way to craft your brand values is to write a list of what’s important to you. But there’s a problem with this approach. You run the risk of crafting a boring generalised list that goes something like this: accountability, service, teamwork and integrity. Oh god kill me now! How dull and boring! This is a nice and noble approach but won’t help you stand out in any significant way. There’s no real feeling or emotion behind these words other than that they sound “nice.” But “nice” won’t get you chosen; it will only get you ignored.

Like the wise man Richard Branson pointed out: “Too many companies want their brands to reflect some idealised, perfected image of themselves. As a consequence their brands acquire no texture, no character.” Don’t fall into this trap!

So how can we go beyond being nice and noble and craft unique core values for our brand? Firstly forget about being perfect, instead let’s get real and raw. This will ensure you really connect with your audience on a personal level.

FOR & AGAINST

WORKBOOK: EXERCISE 6.1

The best way to do this is to start with all the things you hate! That’s because we often experience negative emotions more intensely than positive ones, and we can articulate far better why we don’t like something.

Flip over to Exercise 6.1 in your workbook—it's time to get your whinge on! I've created an example over the page for a skincare brand called The Ordinary. The Ordinary is a breakout new brand making waves in the beauty industry using the power of polarity.

So what do you hate? What do stand against? What really pisses you off about your industry? What don't your customers like about your industry? Is there a particular 'expert' in your industry you disagree with? Firstly write down everything you stand against in the left column. For example, it could be outdated ways of doing things or new ways of doing things, the old economy or the new economy, a fast way of living, a slow way of living, something a certain competitor does that you don't agree with, a certain trait of your industry or a particular trend. Add your answers in the 'Against' column. Then write the opposite of this in the 'For' column. What are the positive values you'd like to project instead? For example, I stand against confusion. The opposite of confusion is clarity. So therefore I stand for clarity.

THINGS PEOPLE HATE ABOUT

WORKBOOK: EXERCISE 6.2

If your struggling for ideas I've got a great exercise for you. Pop over to Google and type in the following: *Top things people hate about (insert your industry)* or something similar. This will help to uncover things that people dislike about your industry. This is a really fun and powerful exercise and allows you to peek into your customers mind.

Over the page I've created an example for the cruising industry. I found that people disliked the following: overcrowding, waiting in line, staff photographers, rooms without views, and additional charges for Wi-Fi, beer and wine, launderettes etc. In the next exercise I will show you how one cruising brand have used this information to their advantage.

APPLE

During a 1997 presentation to his employees at Apple, Steve Jobs gave the following advice: "To me, marketing is about values. This is a very complicated world, it's a very noisy world. And we're not going to get the chance to get people to remember much about us. No company is. So we have to be really clear on what we want them to know about us." In the same presentation, he goes on to say: "What we're about isn't making boxes for people to get their job done... Apple is about something more than that. Apple at the core... It's core values... is that we believe that people with passion can change the world for the better." Passion. Change. A better world. That's what Apple believes in, and they make sure to promote those values through every aspect of their brand.

CORE VALUES

WORKBOOK: EXERCISE 6.3

Now that you have all your information, start by mapping out your core values in Exercise 6.3 of your workbook. I've included a brilliant example from Marie Forleo at the end of this chapter. For more details check it out [here](#) or view the link in the references section.

YOUR 'NO MORE' LIST

WORKBOOK: EXERCISE 6.4

So now you know what you stand for, what you stand against. It's now time to polarise the market and create your *No More* list!

What things don't your customers have to put up with anymore? For my customers it's no more confusion, no more bullshit, no more fluffy useless content with no clear actionable strategies.

VIKING CRUISES

A brilliant example is Viking Cruises. They've taken the time to research what their market doesn't like and then offers them the polar opposite. See Examples 6.2 and 6.3.

FOR & AGAINST

AGAINST WHAT DO YOU STAND AGAINST?	FOR WHAT DO YOU STAND FOR?
MID TO EXPENSIVE PRICES	HONOURABLE PRICES
CONFUSION & DECEPTION	INTEGRITY & HONESTY
FANCY SHINY LUXE PACKAGING	NO FRILLS, MONOCHROME, UNADORNED DROPPER BOTTLES THAT LOOK LIKE PROTOTYPES STRAIGHT OUT OF A LABORATORY
NOT ALWAYS ECO-FRIENDLY	100% RECYCLABLE
THE USE OF ANIMAL TESTING	NO CRUELTY TO ANIMALS
FILLER INGREDIENTS & FRAGRANCES	NO FILLER INGREDIENTS, NO UNNECESSARY FRAGRANCES, NO FLUFFY CLEANSERS OR MOISTURISERS
UNATTAINABLE BEAUTY	BEAUTY IS IN ALL OF US
CONTAIN A MIXTURE OF INGREDIENTS	MOST PRODUCTS ONLY CONTAIN ONE ACTIVE INGREDIENT
FLUFFY CUTE NAMES WITH GRAND CLAIMS (THINK: YOUTH ACTIVATOR, LUMINOUS DEWY SKIN CONCENTRATE, READY STEADY GLOW DAILY, VITAL ESSENCE)	PRODUCTS ARE NAMED AFTER THE ONE CORE INGREDIENT E.G. HYALURONIC ACID 2% + B5
FANCIFUL CLAIMS WITH LITTLE OR NO PROOF	ONLY USE SCIENTIFICALLY PROVEN RESEARCHED INGREDIENTS

Featured Brand

THE ORDINARY

ANYTHING BUT ORDINARY

When you think of the beauty industry what comes to mind? Barbie-doll exteriors? Glamorous airbrushed models? High prices? Fancy packaging? Testing on animals? Botoxed celebrities pushing ridiculous claims (think: younger looking skin in one week)?

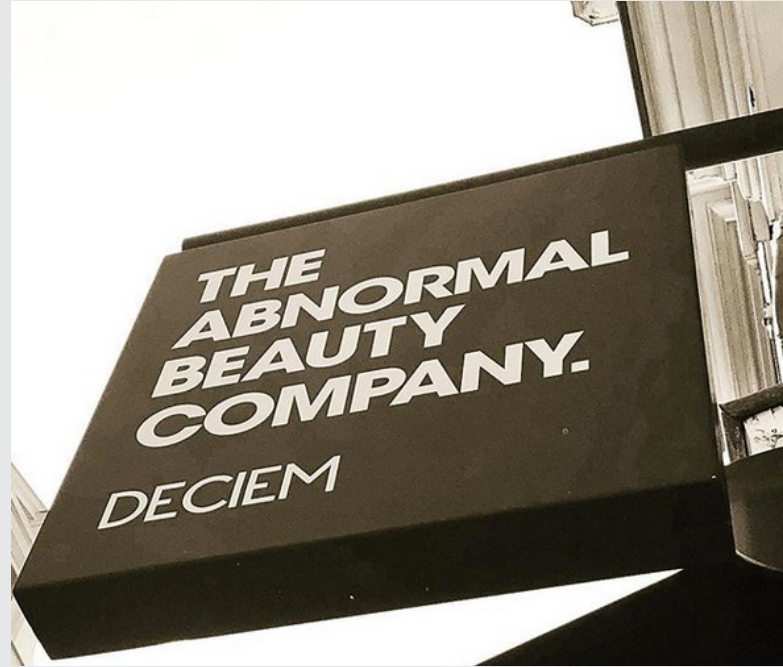
Revolutionary brand The Ordinary has been one of the breakout skincare brands of 2017. It's popularity is due to taking a clear stand on the industry's lack of integrity, honesty and transparency. Founder, Brandon Truaxe nicely sums up the industry: "Just a bunch of fluff being created, a bunch of fluff being bought, and a bunch of fluff being sold."

In stark contrast to their competitors The Ordinary offers honourable prices, no filler ingredients, no unnecessary fragrances, minimal packaging and only uses widely produced (thus cheap) scientifically proven ingredients. Their no frills, monochrome dropper bottles look like they come straight out of a chemistry set, yet still manage to feel luxurious.

In a statement the Founder, Brandon Truaxe explained his purpose for the brand: "If we have one goal as a group, it's to add accountability to the beauty business. People assume it's a scam, but the world evolves and things get better and better, and one day planes do fly."

CORE VALUES

The Ordinary is using the power of polarity to carve out a unique position in the marketplace. While the whole industry is for: fluff, deception and fanciful claims. The Ordinary stands for integrity, honesty, accountability, transparency, no animal testing and honourable pricing. The Ordinary's purpose and values are clearly



outlined on their site. Here is an extract: "The Ordinary is an evolving collection of treatments offering familiar, effective clinical technologies positioned to raise pricing and communication integrity in skincare. The brand was created to celebrate integrity in its most humble and true form. Its offering is pioneering, not in the familiar technologies it uses, but in its honesty and integrity. The Ordinary is born to disallow commodity to be disguised as ingenuity. The Ordinary is "Clinical formulations with integrity". In the category of functional beauty, integrity is rare. Commonplace technologies are referred to as ground-breaking and insensible pricing strategies confuse the audience, disguising commodity technologies as advanced. The Ordinary exists to communicate with integrity and bring to market effective, more familiar technologies at honourable prices. The Ordinary takes pride in honesty, fights innovation stagnancy in the industry and indirectly celebrates the depth of innovation our brands, Hylamide and NIOD, continue to bring to the category."

CORE MESSAGES

All this can be summed up by their core messages: Luxury Never Makes Anyone Beautiful, Beauty Doesn't Rinse Off, Beauty Is Being Human, Beauty is between you and you, Kindness is stronger than power, Science doesn't understand luxury, Beauty is all of us.



TOP THINGS PEOPLE HATE ABOUT...CRUISING

-
1. *Cabins are too small and not all have views*
 2. *Cruises aren't really all-inclusive and there are additional charges*
 3. *Staff photographers are everywhere*
 4. *The food is institutional*
 5. *Overcrowding and waiting in line*
 6. *Your fellow passengers will be old*
 7. *The staff can be obsequious and obtrusive*
 8. *Your dining time and table are pre-assigned*
 9. *Excursions are expensive and sometimes lame*
 10. *The entertainment is awful*
-

'NO MORE' LIST

NO	<i>Casinos</i>
NO	<i>Children under 18</i>
NO	<i>Umbrella drinks</i>
NO	<i>Photographers</i>
NO	<i>Charge for alternative restaurants</i>
NO	<i>Charge for beer and wine at lunch and dinner</i>
NO	<i>Charge for unlimited Wi-Fi and use of launderettes</i>
NO	<i>Formal nights, butlers or white gloves</i>
NO	<i>Entrance fee for The Spa and Spa sales press</i>
NO	<i>Inside Staterooms</i>
NO	<i>Smoking</i>
NO	<i>Waiting in lines</i>
NO	<i>Nickel and dining</i>

There websites states: “We do not try to be all things to all people. Instead, we focus on delivering meaningful experiences to you.” What Viking is not: No Casinos, No Children under 18, No Umbrella Drinks, No Photographers, No Charge for Unlimited Wi-Fi, No Waiting in Lines, No Charge for use of Launderettes, No Inside Staterooms, No Charge for Beer & Wine at Dinner, No Charge for additional restaurants, No Nickel and diming. When the whole industry is designed around children, casinos and additional charges Viking Cruises totally polarises the marketplace. For more details check out their site [here](#) or view the link in the references section.

EMPOWERING YOUR AUDIENCE

Now we’re going to take it one step further and empower your customers. An important part of creating a movement is to give your audience “extravagant hope.” Eric Hoffer states: “Those who would transform a nation or the world cannot do so by breeding and captaining discontent...or by coercing people into a new way of life. They must kindle an extravagant hope.”

That “extravagant hope” means promising a brighter tomorrow. A brighter tomorrow ignites passion in your audience and is different for every brand. Your customers want to be a part of something bigger than themselves. They want to move towards a brighter tomorrow and it’s your job to show them that it’s possible.

What is your audience’s “brighter tomorrow?” Where do they want to be in the future? Who do they want to be in the future? This is a shared hope that all of your audience wants to achieve. It’s their defined vision of success.

One of my favourite quotes by Ryan Diess is: “If you can tell a person a story, you can capture their attention. If you can help them tell a new story about themselves, you’ll capture their hearts.” When you give your audience hope

of a brighter tomorrow you tell them a new story about themselves and capture their hearts and minds.

‘WE ARE’ LIST

WORKBOOK: EXERCISE 6.5

I’ve created a fun exercise for you to do in your workbook. It’s called the ‘We Are’ List. It’s designed to empower your audience under your shared vision for the future. Here are some questions to get you thinking:

What does your market hope for? For example, they may want their freedom back - “we are creating a life on our terms.” What are they breaking free of? What is the old way of being they are escaping from? For example “we are breaking free of our old bad habits.” What do they value? Lifestyle, health, wellbeing, profit, work/life balance or family. What do they have confidence in? What do they know to be true in their world? For example “we know that through hard work and dedication achieving our dreams is possible.”

For me, my audience wants to make an impact in the world through their business. So for me, my ‘We Are’ List looks a little like this: We are seeking more meaning and fulfillment in the work we do, we are living life on our terms, we are seeking a better life, we are following our dreams, we are taking that leap of faith, we are crafting our own blockbuster brand.

When you create a movement standing out becomes irrelevant. Instead you will be standing so far apart from the competition that your customers see you as the only one that can fulfill their needs.

UP NEXT

In the next chapter we are going to dive deep into your customers mind and discover what they really want, so you can capture their hearts and minds.

MARIE FORLEO

We Do This Because We Love it

We Believe Everything Is Figureoutable

We're Here To Change The World

We Don't Do Mediocre

We Sell Things

That's How 99% of What You Get Stays Free

Trust Is Everything

We've Got Your Back

We Love Our Customers

We Have A Kind People Only Policy

We're Not For Everyone

We Have Fun Doing It All

CHAPTER 07 / TRANSFORMATION

WHAT YOUR CUSTOMERS REALLY WANT

“When dealing with people, remember, you are not dealing with creatures of logic, but creatures of emotion.” — Dale Carnegie

When Steve Jobs invented the iPod everyone in the tech industry was scratching their heads. MP3 players were not new on the scene, they'd been around for a while. So what was so remarkable about the iPod and what was Steve Jobs thinking? The key was how it was marketed. The rest of the industry was marketing their products a little something like this: “1GB storage on your MP3 player.” Apple on the other hand, communicated why this was important for the customer: “iPod. 1000 songs in your pocket.”

FEATURES & BENEFITS

Apple were so successful because they focused on *benefits*, while the rest were focusing on *features*.

What you have to remember is that people generally don't care about your product. What they care about is how your product can make their life better.

People don't buy products or services. They buy outcomes! They buy solutions! They buy dreams!

The key is to focus less on your product's features and start talking about how your product or service can benefit your customer lives in a meaningful way.

WHAT'S THE DIFFERENCE?

Benefits are emotional. Features are rational. A feature is what your product or service has or does. These are the

raw facts, like a 360° camera, leather seats, GPS navigation, climate control or a 5-star safety rating.

A benefit on the other hand shows your customer what's in it for them. It's a direct or indirect desirable result of using the product. Take a look at the example for Volvo on page 56 (Example 7.1). The feature is a 360° camera, but the benefit is providing a detailed view of the car's surroundings, making parking easy than ever before. The customer doesn't really need a 360° camera, but what they do want is the ability to park easily. They don't really need a premium sound system, but they do want to be at the centre of the performance.

EMOTIONS FIRST, LOGIC SECOND

Dale Carnegie said it best: “When dealing with people, remember, you are not dealing with creatures of logic, but creatures of emotion.”

People are not logical. We're creatures of emotion and we buy for emotional reasons. Once we have made our purchase we then like to back it up with logic. Emotion comes first, logic comes second and this is how you should approach your branding and marketing.

Features do little to stimulate emotions, but what they do is rationalise buying decisions. Use benefits to stir emotions first and then features to appeal to their logic.

IT'S NOT ABOUT YOU, IT'S ABOUT YOUR AUDIENCE

One of the biggest mistakes people make is that they make it all about them or their product. When you're just talking about how great you are or how great your product or service is, your customer feels like they're being sold to. No one likes to be sold to. In addition to this, your not building a relationship with your audience.

By focusing your customers attention on the benefits instead of the features, you show your audience why your product or service matters to them. Why they should care. By doing this you'll create a psychological link between your product and the fulfillment of their desires.

When your customer becomes emotionally attached to a product or service they will often buy automatically or on impulse. I know I certainly have! The stronger the emotional reaction, the quicker your potential customer will buy.

FEATURES & BENEFITS

WORKBOOK: EXERCISE 7.1

Flip over to Exercise 7.1 in your workbook, here you're going to identify the features of your product or service and then beside each one write the benefit of that feature. Write down as many features as you can, before starting on the benefits.

Example: Catering Business

Feature: Full catering service

Benefit: We create memorable experiences so you can enjoy socialising without the stress.

Think about this from the customers perspective. What are they saving? Time, money, stress? What is the end value that they receive from purchasing your product or service? Does it get the job done faster or better? Make their life easier in some way? How does this feature help them? How does it help them in the future?

If you want to go even further I suggest brainstorming some future benefits. Future benefits are benefits that will impact the customer future. For example: *Buy Now Keep Forever, The Last One You'll Ever Need*. Future benefits help the customer to picture themselves, not only enjoying the immediate benefits, but having it impact their lives for years to come. These benefits talk about how your product or service will save them time or money in the future. Now it's not just a product that can help today, but an investment for the future.

TRANSFORMATION

Listing out your features and benefits will get you further than most. But this is where the gold is.

Theodore Levitt famously said: "People don't want to buy a quarter-inch drill. They want a quarter-inch hole." This quote brilliantly illustrates, in the simplest of terms, why you need to sell benefits, not features.

But it doesn't go far enough. Nobody is going to be better off because they drilled a hole. No one wants a hole. The hole is the immediate result. What people want is extra storage space, a new outdoor deck, a new kitchen, that's what they really want.

But wait...This doesn't go far enough either.

It's not just an outdoor deck they're seeking. What they really want is a place to relax, have a barbecue, throw a party or just hang out with family and friends.

People don't want to buy a quarter-inch drill—they want to have a great time with their family and friends. They want to spend quality time with those who matter the most. Bingo!

Now that's what they are really buying!

SPEAKING TO THE DESIRED END RESULT

If you only talk about the benefits of your product you're not going to be that effective, because you're still talking about the product—not your customer.

Have you ever been to an event and there's that one person who doesn't stop talking about themselves? Then you'll know how annoying this can be. It's a one-sided conversation and it gets boring pretty quickly. You need to turn the spotlight on the person that matters: your customer.

It doesn't matter what product or service you are selling. We're all selling transformation. People don't buy products or services or features or benefits. They buy transformation. They buy the results. They buy outcomes. They buy hopes and dreams. This is what you need to be talking about. Express the desired end result first.

At the end of the day it doesn't matter what industry you're in, we're all selling the same thing. We're all selling our audience a better version of themselves.

HELPING OTHERS BECOME WHO THEY WANT TO BECOME

Your customers aren't paying for a drill bit, they're paying for more time with their friends and family. They're paying for togetherness, for belonging.

Essentially your customers are paying you to make their lives better. Your customers don't need more stuff, they need connection, belonging, achievement, status, recognition, freedom, fun, safety, peace of mind.

Your product or service is simply a road to help them achieve these goals and desires. The aim is not to sell your product, but instead sell your audience a better version of themselves.

Getting clear on your customers' core desires is fundamental to your branding. Once you've uncovered your customers' core desires it's then your job to carefully articulate this back to them.

WHAT DO YOUR CUSTOMERS REALLY WANT?

WORKBOOK: EXERCISE 7.2

But how do we do this? How can we identify what our customers really want? The quick answer—it's over the page - 7.2 Lifestyle Values & Goals. Look familiar? This is the same list from Chapter 2.

Just like you want to achieve your wildest dreams, so too do your customers. We all share the same basket of dreams and desires.

WHAT CAN YOU OFFER?

WORKBOOK: EXERCISE 7.3

For Exercise 7.3 go through the list of Lifestyle Values & Goals and identify how you can meet any of these desires or goals with your products or services.

UP NEXT

In the next chapter we will go further in depth on what really motivates humans to do what they do and behave the way they behave. Understanding human psychology is the secret to elevating your brand and connecting to your audience.

FEATURES & BENEFITS

FEATURES	BENEFITS
360° Camera	Provides a detailed view of the car's surroundings, making parking easy than ever before.
Park Assist	Negotiating tight parking spaces doesn't have to be a challenge, with Park Assist dramatically increasing your field of vision.
Pilot Assist	Semi-autonomous technology makes driving safer and more relaxing, with Pilot Assist gently steering you back into your lane if you veer off course.
Premium Sound System	Sound system that's at the cutting edge of technology. Outstanding realism to your favourite music, putting you at the centre of the performance.
Bluetooth Connectivity	Connected with the world. You can disconnect from home and reconnect with the road.
GPS Navigation	Doesn't distract you from the road ahead. Finding your way is now simpler than ever.
Climate Control	Occupants are cocooned in serene luxury regardless of the conditions outside.
Increased Ground Clearance	Whether you're heading to the snow, the beach you will have devoted levels of sophistication and confidence on the road.
Electric Motor	Embrace the quiet with its super-silent electric motor, designed for a more peaceful drive all round.

LIFESTYLE VALUES & GOALS

ACCOMPLISHMENT	DETERMINATION	INTIMACY	PURPOSE
ACHIEVEMENT	EFFICIENCY	INVESTING	QUALITY
ADVANCEMENT	EMPATHY	JOY	REASSURANCE
ADVENTURE	ENERGY	JUSTICE	RECOGNITION
AFFECTION	ENVIRONMENT	KINDNESS	RECREATION
AMBITION	EQUALITY	KNOWLEDGE	RELATIONSHIPS
AN OPEN MIND	ETHICS	LAUGHTER	REPUTATION
ARTISTIC EXPRESSION	EXCELLENCE	LEADERSHIP	RESPECT
AUTHENTICITY	FAIRNESS	LEARNING	RESPONSIBILITY
BALANCE	FAITH	LEGACY	REVENGE
BEAUTY	FAME	LEISURE	REVOLUTION
BELONGING	FAMILY	LIBERATION	ROMANCE
BE OF SERVICE	FITNESS	LOVE	SAFETY
BOLDNESS	FLEXIBILITY	LOYALTY	SECURITY
BUSINESS	FREEDOM	LUXURY	SELF-RESPECT
CAREER	FRIENDSHIP	MASTERY	SEX
CHALLENGE	FUN	MUSIC	SOLITUDE
CHANGE	GROWTH	NATURE	SPIRITUALITY
CITIZENSHIP	HAPPINESS	OBEDIENCE	STABILITY
COMFORT	HAPPY HOME	OPENNESS	STATUS
COMMUNICATION	HEALTH	OPTIMISM	STRENGTH
COMMUNITY	HONESTY	ORDER	SUCCESS
COMPASSION	HOPE	PARENTING	SUSTAINABILITY
COMPETENCE	HUMOUR	PARTNERING	SYMPATHY
CONFIDENCE	INDEPENDENCE	PASSION	TEAMWORK
CONTROL	INDIVIDUALITY	PEACE	TENSION
CONTRIBUTION	INFLUENCE	PEACE OF MIND	TRAVEL
CREATIVITY	INNER HARMONY	PLEASURE	TRUST
CULTURE	INNOVATION	POWER	TRUTH
CURIOSITY	INSPIRATION	PRESTIGE	WEALTH
DESIGN	INTEGRITY	PRIDE	WELLBEING

CHAPTER 08 / CORE DESIRES & MOTIVATION

ELEVATE YOUR BRAND

“We’re all selling the same thing. We’re all selling a better version of ourselves”
— Unknown

To really get inside your customers mind and understand them, you need to understand what drives basic human behaviour and decision-making. Let me introduce you to Maslow’s Hierarchy of Needs.

MASLOW’S HIERARCHY OF NEEDS

Developed in 1943, Maslow’s Hierarchy of Needs (see over page) is one of the best known theories of human motivation. According to Abraham Maslow, our actions are motivated in order to achieve certain needs. His theory helps us to understand what motivates people to do the things they do and behave the way they behave.

Humans have an innate desire to grow. After our basic needs are met we shift from a *drive to survive* to a *desire to thrive*. Ultimately we strive for self-actualisation, meaning we want to achieve our deepest desires, our loftiest goals and pursue our purpose. We want to be all we can be. But in order to achieve these ultimate goals, a number of more basic needs must be met.

First we need more basic physical requirements such as food, water, sleep, and warmth. Once these lower-level needs have been met, we then move onto the next level where we seek safety and security.

As we progress up the pyramid our needs become more psychological and social. We desire love, friendship,

belonging and intimacy. As we ascend up the pyramid self-esteem and feelings of accomplishment take priority.

It’s only after we have met all of these needs that we can then turn our attention to personal development and fulfilling our own potential.

Originally containing only five levels, Maslow Hierarchy of Needs was updated in 1970 to include three additional levels: cognitive needs, aesthetic needs and self-transcendence. Let’s take a closer look at each level, starting from the lowest level.

PHYSIOLOGICAL NEEDS

At the bottom of the pyramid are our basic physiological needs we as humans cannot live without. Such as water, food, shelter, sleep, clothing, sex, warmth and breathing. These needs are essential to our survival and propagation as a species.

Needing a roof over our head, food in our bellies and clean air to breath are examples of these needs. Maslow estimated that approximately 85% of Americans have their physiological needs met (sorry I don’t have any statistics for the rest of the world).

Businesses who sell food, drink, clothing, shelter and bedding are appealing to our basic physiological needs.

SECURITY & SAFETY NEEDS

The second level is our basic need for safety, security, protection from the elements, law and order, stability, freedom from fear, employment, health and wellbeing. We all as humans have a need to live in a safe predictable world and feel secure and stable. If we don't have our safety needs met we can feel scared, stressed and anxious.

Finding a job, getting health insurance, buying new tyres for your car, saving money and living in a safe neighbourhood are all examples of actions motivated by our security and safety needs. Maslow estimated that approximately 75% of Americans have their safety needs met.

Businesses who sell finance, insurance, health services, weapons, safety and security are all appealing to our basic human need to feel safe and secure. Think Citibank, HSBC, Allianz, Volvo, Police, Armed Forces and the Navy.

SOCIAL NEEDS

At this level, the psychological need for emotional relationships drives human behaviour. The need for friendships, family, community, social connections and romantic relationships.

In order to avoid problems such as loneliness, isolation, depression, and anxiety, it's important for people to feel loved, accepted by others and a sense of belonging. Community and groups play an important role. Such as religious groups, sports teams, book clubs, and other group activities. Maslow estimated that approximately 50% of Americans have their social needs met.

Brands such as Facebook, Instagram, Starbucks, Vodafone, Airbnb, eHarmony, Match.com, Tinder, Manchester United and Premier League all appeal to our need to connect and belong.

ESTEEM NEEDS

When our needs at bottom levels of the pyramid have been satisfied, we turn our attention to our esteem needs. At this point it becomes increasingly important to gain respect, accomplish things and have our abilities appreciated. This is the psychological need for appreciation, confidence, recognition, status, prestige and respect. People need to sense they are valued by others and feel they are making a contribution to the world.

People who are able to satisfy the esteem needs by achieving good self-esteem and the recognition of others, tend to feel confident in their abilities. Those who lack self-esteem and the respect of others can develop feelings of inferiority.

Maslow made an important distinction with esteem needs. One part is our reputation - that is what other people think of us and the other is our self-respect - what we think about ourselves.

It's here that we feel the need to purchase that designer handbag, get cosmetic surgery or buy that luxury car. Brands like Mercedes Benz, Porsche, Rolex, Nike, Moët & Chandon all appeal to our esteem needs. Maslow estimated that only about 40% of Americans are fulfilling their esteem needs.

COGNITIVE NEEDS

At this level we have a need for knowledge, understanding, meaning and intelligence. We want to learn about ourselves, others and our world. It's here that we feel the need to go to university, watch documentaries and read books. Brands like Amazon, BBC, Harvard University, National Geographic and The New York Times all appeal to our cognitive needs.

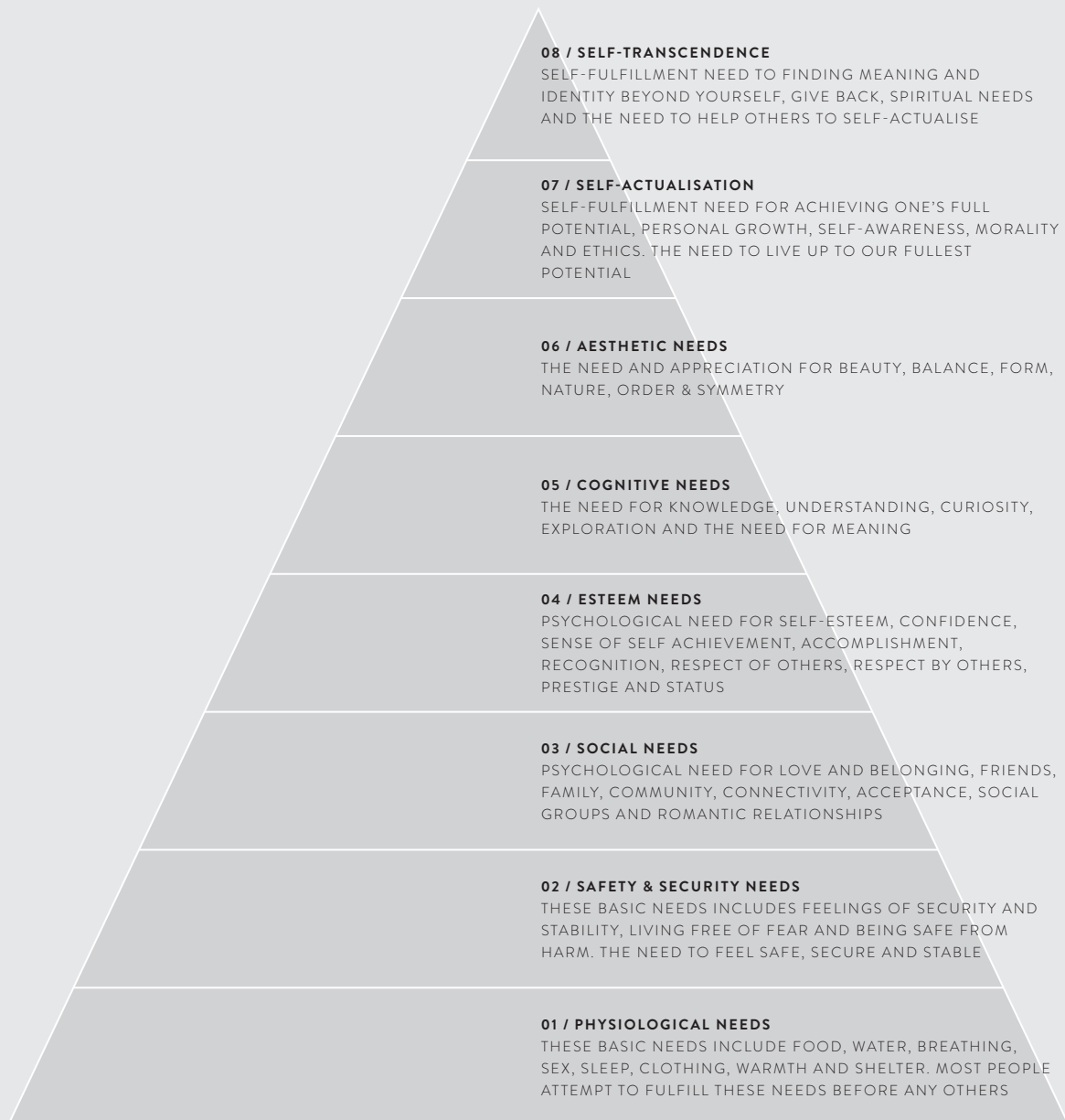
AESTHETIC NEEDS

Another later addition to Maslow's original hierarchy is our aesthetic needs. That's our desire to experience beauty in whatever form. That could be anything from experiencing the wonder of unspoiled nature in the heart of a National

WHAT MOTIVATES HUMAN BEHAVIOUR

MASLOW'S HIERARCHY OF NEEDS

Based on "A Theory of Human Motivation," originally published by Abraham Maslow in 1943, and subsequent additions by Maslow and Viktor Frankl. Maslow's hierarchy of needs is a motivational theory in psychology comprising a five-tier model of human needs, often depicted as hierarchical levels within a pyramid.



Park, to admiring a beautiful painting. This isn't necessarily materialistic. It's not about owning a beautiful painting – but instead about a desire to experience and create beauty. Maslow recognised that artists tend to focus on fulfillment of these needs.

It's here we feel the need to visit that museum or restaurant, travel to stunning locations or go to that show or concert. Things like photography, creating music, painting, decorating, exploring nature are all examples of us trying to fulfill our aesthetic needs. Brands like The Louvre Museum, Adobe, Apple, Tiffany & Co and Swarovski all appeal to our aesthetic needs.

If you're going to appeal to your customers aesthetic needs, the imagery you use will play a vital role in your branding and marketing.

SELF-ACTUALISATION

At the top of the pyramid are the self-fulfillment needs. It's here that we seek personal growth, to be all we can be, to live up to our fullest potential and self-awareness. It's about introspection and we're not so concerned with the opinions of others.

This stage can only be met once all the other needs are satisfied. Though any person can achieve self-actualisation, not all people will, since progress may be halted by life's challenges. Maslow estimated that only 10% of American's are meeting some of their self-actualisation needs, while only 2% where meeting all of them.

When you purchase a self-help book, sign up for a gym membership or feel the desire to following your purpose, you are expressing your need for self-actualisation.

SELF-TRANSCENDENCE

Maslow later divided the peak of the triangle to add self-transcendence which is also sometimes referred to as

spiritual needs. This is the need to transcend the self, find meaning and identity beyond ourselves. We move beyond our ego and turn our attention to helping others find self-fulfillment.

Transcendence refers to one's spirituality and relation to the universe and others. It's here that we have a need to help others self-actualise. Spiritual teachers like His Holiness the Dalai Lama and other new age industries such as Mindvalley and Gaia are good examples.

Eastern philosophies are all trying to achieve a state of enlightenment. Meeting our transcendence needs is equal to obtaining a state of enlightenment. Understanding that there is one universal consciousness and that we are all connected. It's the understanding that by helping our fellow humans we are also helping ourselves.

APPEALING TO YOUR HIGHER NEEDS

Successful brands all have products and services with great benefits and features, but they don't stop there. Rather than focusing on the bottom of the pyramid they achieve incredible loyalty because they connect their brand with the very highest levels of Maslow's Hierarchy.

Brands that can fulfill human needs on the higher levels of the hierarchy become irreplaceable in the mind of their customers. They demand customer loyalty, not by getting customers to choose your brand over another, but by making you believe that your brand has no equivalent.

Let's look at how a few successful brands have skipped the lower levels of Maslow's pyramid and are focusing on the higher levels (see Example 8.1).

EVIAN

Evian is a brilliant example. Branding plays an important role in the bottled water industry, as they are essentially motivating people to buy something they could get for free.

Served in starred hotels, banquets, golf courses, nightclubs and other high-end places across the globe, Evian has positioned itself as a premium luxury brand in the bottled water market.

The brand has an incredible story. In 1789 during a walk, the Marquis of Lessert drank water from the Sainte Catherine spring on the land of a M. Cachat. The marquis, who was allegedly suffering from kidney and liver problems, claimed that the water from the spring cured his ailments. The story spread across France and Doctors began prescribing the water to other patients. Napoleon and his empress were so impressed they named the town Evian. The use of Evian by a royal family gives it an aristocratic brand image.

The brand frequently collaborates with high-fashion designers to create a series of limited edition exclusive bottles. Diane von Fürstenberg designed the limited edition bottle for 2013, Elie Saab for 2014, Kenzo for 2015, Alexander Wang for 2016, and Christian Lacroix for 2017. By working with famous designers to create unique and exclusive bottles, Evian has magically positioned itself as a high-end fashionable brand.

Water is a basic human need, it's level 1 on Maslow's Hierarchy of Needs. But Evian doesn't just sell water. They have magically transformed a basic human need into a symbol of prestige and status. They are appealing to our esteem needs (level 4) and also our aesthetic needs (level 6). Wow! Now that's branding genius.

STARBUCKS

Starbucks is another great example of appealing to our higher needs. With Starbucks it's not just about the coffee. Starbucks CEO, Howard Schultz set out to create a hub of conversation and a social gathering place. As Schultz told Oprah, "Coffee is social - it brings people together." His vision was to create the same atmosphere he experienced in coffee bars across Italy. It was all about the experience,

and he wanted to create a destination between work and home—a "third place." Coffee was only the vehicle for this bigger vision. Starbucks doesn't only sell coffee, they sell community, social connection and belonging (level 3 on Maslow's Hierarchy of Needs).

MCDONALD'S

McDonald's have done an exemplary job at establishing their brand presence. They've created an emotional experience that takes us back to our childhood—even though we realise that there are better products out there.

Overall, the McDonald's brand image is one of family, joy, love, and youth. They tap into the insight that families want to spend more quality time together. Despite many criticisms, it remains one of the most popular fast food chains around the world.

From the start, McDonald's focused on youth and families. When the company was bought and franchised by Ray Kroc he continued to market with these values. Family and fun for children remains one of the backbones of the company's brand image. From level 1 to level 3 - family.

ELEVATE YOUR BRAND & APPEAL TO YOUR CUSTOMERS HIGHER NEEDS

WORKBOOK: EXERCISE 8.1

Can you connect your brand with the highest levels of Maslow's Hierarchy? Can you jump a few levels on the pyramid?

Fill out Exercise 8.1 in your workbook. First establish what level and need your brand is currently appealing to. Then see if you can move up the pyramid and appeal to your customers higher needs.

Level 2 - Can you appeal to their need for safety, stability or security?

Level 3 - Can you appeal to their need for social connection, acceptance, love or belonging?

Level 4 - Can you appeal to their need for achievement, accomplishment, recognition, respect, prestige or status?

Level 5 - Can you appeal to their need for knowledge, understanding or curiosity?

Level 6 - Can you appeal to their need for beauty, balance or form?

Level 7 - Can you appeal to their need for self-fulfillment, personal growth, self-awareness, authenticity or ethics?

Level 8 - Can you appeal to their need to find meaning, explore spirituality, give back or help others?

INCREASING DESIRABILITY WITH STATUS

Napoleon famously said: “A soldier will fight long and hard for a piece of coloured ribbon.” In one sentence he summed up the importance recognition, achievement, prestige and status (level 4 - esteem needs). This need is so important that people are willing to fight long and hard for it. Even die for it. That is the power of status.

When you go through Exercise 8.1 pay particular attention to the esteem needs. This is flying first class, that exclusive club or membership and gated communities. This is the AMEX Black - by invitation only. How can you incorporate product tiers, prestige and status into your brand? By introducing a bit of status into your brand you will find that it's amazing what people will do for a piece of colored ribbon.

OPPORTUNITIES

Did you notice that as we moved up the pyramid less and less of these needs are being met? 85% of people have their psychological needs met, but only 2% have their self-actualisation needs met. This shows there is a huge opportunity in the market to create products and services that fulfill our higher level needs. People don't need more superficial junk—I think we can all agree on that. Can you develop a product or service that really satisfies your customers need for safety, self-esteem, knowledge, beauty, personal growth or spirituality?

UP NEXT

Maslow's Hierarchy of Needs is a great tool to help us understand our customers and identify their needs. But it's only the tip of the iceberg. After all, we're all unique individuals with different beliefs and values.

In the next chapter I'll introduce you to a mind-blowing tool the industry experts don't want you to know about. This powerful done-for-you brand framework will bring your brand to life and unite your audience like never before! Buckle your seat belts folks - this is my favourite chapter!

APPEALING TO HIGHER NEEDS

BRAND	PRODUCT / SERVICE	WHAT ARE THEY REALLY SELLING?
STARBUCKS	LEVEL 1 - PHYSIOLOGICAL NEEDS: COFFEE, TEA, FOOD	LEVEL 3 - SOCIAL NEEDS: CONNECTION & COMMUNITY
AIRBNB	LEVEL 1 - PHYSIOLOGICAL NEEDS: SHELTER	LEVEL 3 - SOCIAL NEEDS: BELONGING
MCDONALD'S	LEVEL 1 - PHYSIOLOGICAL NEEDS: FOOD & DRINK	LEVEL 3 - SOCIAL NEEDS: FAMILY
NIKE	LEVEL 1 - PHYSIOLOGICAL NEEDS: CLOTHING	LEVEL 4 - ESTEEM NEEDS: CONFIDENCE & ACCOMPLISHMENT
THE RITZ	LEVEL 1 - PHYSIOLOGICAL NEEDS: SHELTER	LEVEL 4 - ESTEEM NEEDS: PRESTIGE & STATUS
EVIAN	LEVEL 1 - PHYSIOLOGICAL NEEDS: WATER	LEVEL 4 - ESTEEM NEEDS: PRESTIGE & STATUS
JEEP	LEVEL 1 - PHYSIOLOGICAL NEEDS: TRANSPORTATION	LEVEL 5 - COGNITIVE NEEDS: ADVENTURE & EXPLORATION
COCO-COLA	LEVEL 1 - PHYSIOLOGICAL NEEDS: DRINK	LEVEL 3 - SOCIAL NEEDS: FRIENDSHIP & COMMUNITY
CALVIN KLEIN	LEVEL 1 - PHYSIOLOGICAL NEEDS: CLOTHING	LEVEL 4 - ESTEEM NEEDS: PRESTIGE & STATUS
CHRISTIAN LOUBOUTIN	LEVEL 1 - PHYSIOLOGICAL NEEDS: FOOTWEAR & CLOTHING	LEVEL 6 - AESTHETIC NEEDS: BEAUTY & FORM

CHAPTER 09 / BRAND PERSONALITY

UNITE YOUR TRIBE UNDER COMMON BELIEFS

“All the most powerful ideas in history go back to archetypes”
— C.G Jung

A SHORT HISTORY LESSON

Following the Industrial Revolution, factories needed to sell their mass produced goods to a wider market. But they encountered a little problem. The challenge was that customers were only familiar with locally produced goods. Generic products had difficulty competing with these more familiar local products. Manufacturers needed to convince the market that they could place their trust in their non-local products. To differentiate their goods from generic products, they gradually began to use personal identifiers. By the 1880's they began to realise that brands injected with personality and identity outsold rival brands. And so the practice of modern-day branding began.

Fast forward to the 1940's and a shift occurred. Manufacturers began to notice that consumers started to develop relationships and emotional connections with their brands. Advertisers began researching psychology and anthropology (the study of human societies and cultures) to gather insights into consumer behaviour and purchasing. Based on the research advertisers discovered that consumers prefer brands with personalities that match their own.

So, not only do brands with personality outsell their rivals, but customers prefer brands that have personalities that match their own.

CREATING BRAND PERSONALITY

So how can we uncover our customers personality and inject that personality into our brand? The answer: brand archetypes.

Successful brands have a strong sense of identity, one that mirrors the hopes and aspirations of their customers. Great brands use the power of archetypes to tap into the collective unconscious and appeal to our universal human needs.

ARCHETYPES CREATE MEANING

Think of the Disney classic Pinocchio. It's the story of an inanimate object coming to life. The wooden puppet is transformed into a little boy. A similar theme occurs in Toy Story. Archetypes have the power to do the same with your brand. Inject personality, meaning and make it come to life! This is how we can create a human connection with our audience.

Archetypes are the personality and soul of a brand. They have the ability to convey meaning that makes customers relate to a brand as if it were alive in some way. They have a relationship with it. They care about it.

Iconic brands embody archetypes. Nike is the perfect example. When you hear the word Nike what comes to mind? More importantly, how do you feel? Empowered,

inspired and nothing short of heroic. Nike sells more than sportswear. Nike transforms the average gym-goer into a bonafide gladiator. What makes Nike's brand story so popular is its use of the *Hero* archetype in communicating the brand's soul and purpose.

SO, WHAT EXACTLY IS AN ARCHETYPE?

The term archetype means *original pattern* in ancient Greek. Defined by Swiss psychiatrist Carl Jung they are commonly used in marketing, psychology, anthropology and other social sciences. Jung used the concept of the archetype in his theory of the human psyche. He defined 12 universal, mythic characters that reside within our collective unconscious. These 12 archetypes represent the range of basic human motivations, desires and goals. They include: The Innocent, The Everyman, The Hero, The Caregiver, The Explorer, The Rebel, The Lover, The Creator, The Entertainer, The Sage, The Magician and The Ruler. See *Carl Jung's 12 Archetypes* over the page.

Each type has its own set of beliefs, goals, values, meanings and personality traits. When you dive into these archetypes and the behaviour traits of each, you will probably recognise yourself, your family and your friends. Ultimately we're all a blend of these archetypes, however one tends to dominate our personality.

WHY ARE THEY SO POWERFUL?

When I ask you to imagine an innocent maiden, what comes to mind? Does she have blue hair, tattoos and rides a Harley Davidson? No of course not. This is the power of archetypes in action. You already have a preconceived image of an innocent maiden. They might look a little like Snow White, Cinderella or Audrey Hepburn. What about their personality? They might be happy-go-lucky, peaceful, wholesome or even a little naive. So, how do we already know all this?

Archetypes have been appearing in stories and myths all over the world since the beginning of time. They are featured in just about every blockbuster movie or bestselling novel. Mythologists and Anthropologists see the same themes, situations and stories played out again and again, across the ages and across the globe. Through the use of story, art, religion, myths, archetypes characterise universal patterns of behaviour that we all instinctively understand.

Because the understanding of these archetypes is instinctive, we are able to connect with (or avoid) others very quickly when we experience them. We recognise them because as humans we have been programmed to do so. Think of archetypes as the *software* of the human psyche. Already built into our human hardware.

Perhaps they are so enduring because they reflect our inner struggles and realities. The details may vary, but the journey is always the same.

Because this recognition is pre-programmed into our brains, they are an extremely useful tool when defining the position of your brand and the personality traits that will resonate with your intended audience.

You only have a few seconds to communicate your message to your audience - whether that's through social media, print or a web page. You can do so more effectively if your message taps into the stories we already know.

THE 4 CARDINAL ORIENTATIONS

Jung further divided these 12 archetypes into four groups, or cardinal orientations. These groups are organised according to their motivating orientation: Ego, Soul, Order and Social - see *The 4 Cardinal Orientations* over the page. The Order and the Social group are more *we* focused, while the Ego and Soul groups are more *me* focused.

APPEALING TO UNIVERSAL HUMAN NEEDS

CARL JUNG'S 12 ARCHETYPES

The term archetype means original pattern in ancient Greek. Defined by Swiss psychiatrist Carl Jung they are commonly used in marketing, psychology, anthropology and other social sciences. Jung used the concept of archetype in his theory of the human psyche. He defined 12 universal, mythic characters archetypes that reside within our collective unconscious.

ARCHETYPE	ATTRIBUTES & CHARACTERISTICS
THE INNOCENT	OPTIMISTIC, IDEALISTIC, HOPEFUL, PURE, WHOLESOME, FAITHFUL, HONEST, MORAL
THE EVERYMAN	FRIENDLY, HUMBLE, HONEST, OPEN, REALISTIC, PRAGMATIC, UNPRETENTIOUS, LAID BACK
THE HERO	DETERMINED, FOCUSED, DRIVEN, BRAVE, COURAGEOUS, ACHIEVEMENT-ORIENTED
THE CAREGIVER	CARING, WARM, KIND, REASSURING, GENTLE, NURTURING, GENEROUS, COMPASSIONATE
THE EXPLORER	ADVENTUROUS, FEARLESS, DARING, ENERGETIC, ENTHUSIASTIC
THE REBEL	REBELLIOUS, DISRUPTIVE, OUTRAGEOUS, RADICAL, AUDACIOUS, PROVOCATIVE, COMBATIVE
THE LOVER	PASSIONATE, SENSUAL, SEDUCTIVE, ENTICING, DESIRABLE, ATTRACTIVE, LOVABLE, AFFECTIONATE
THE CREATOR	CREATIVE, INSPIRATIONAL, DARING, EXPRESSIVE, UNIQUE, INDIVIDUAL, IMAGINATIVE
THE ENTERTAINER	PLAYFUL, ENTERTAINING, LOUD, HUMOUROUS, FUN LOVING, OPTIMISTIC, ENERGETIC
THE SAGE	WISE, INTELLIGENT, KNOWLEDGEABLE, SOPHISTICATED, EDUCATED, CURIOUS
THE MAGICIAN	MYSTICAL, TRANSFORMATIVE, VISIONARY, REASSURING, KNOWLEDGEABLE, EXTRAORDINARY
THE RULER	SUCCESSFUL, POWERFUL, SUPERIOR, WEALTHY, INFLUENTIAL, COMMANDING, POLISHED

The Ego group (Rebel, Magician and Hero) have a desire to leave a mark on the world. Their core motivation is risk and mastery. On the surface they seem very different, but they're all cut from the same cloth. These powerful archetypes provide change. They take risks, break rules, transform lives. The underlying motivation is the same - they want to take action and have an impact on the world.

The Soul group (Innocent, Sage and Explorer) has a desire to explore spirituality and yearn for freedom. Their core motivation is independence and fulfillment. The Innocent seeks fulfillment in the here and now, the Explorer searches for it and the Sage finds it as a result of education. All three desire self over others and freedom over belonging.

The Order group (Caregiver, Ruler and Creator) have a desire to provide order and structure in the world. Their core motivation is stability and control. They instruct us on how to preserve order and stability. The Ruler takes control of situations. The Creator orders experiences into artistic endeavors of beauty. The Caregiver is concerned with being of service to others. These archetypes hold great appeal in today's constantly changing world due to the lack of certainty, stability and control of life in general.

Lastly the Social group (Lover, Entertainer and Everyman) have a desire to connect with others. Their core motivation is belonging and connection. They aren't concerned with making an impact on the world. Instead they focus on likeability, popularity, connectedness, attractiveness, acceptance and belonging. The Everyman wants to fit in and be part of the group, the Lover wants to be attractive to others and the Entertainer wants to live in the moment and enjoy interacting with others. It's important to note that while these three archetypes may be more dominant in some people, they're ultimately motivations that reside in all of us. Essentially all humans have a desire to connect with other humans. In today's fast-paced society we simply don't have the time to spend with friends and family. It's

the lack of time which makes these archetypes so appealing for many. The more emotionally deprived we are, the more we are motivated to seek human connection. Personally and commercially.

THE INNOCENT

The Innocent just wants to be free and happy. Those who identify with the innocent archetype are sometimes criticised for being naive dreamers. However, their positive outlook and happy-go-lucky personalities can uplift others. The Innocent always tries to see the good in the world and looks for the silver lining in every situation. People who resonate with this archetype are longing for the perfect mate, the perfect home, the perfect job, the perfect kids, essentially they are seeking an idyllic existence. It's not about reality, it's about keeping hope alive.

The Innocent is associated with simple pleasures, basic values, natural living and wholesomeness. Unlike Explorers, Innocents prefer predictability. They fear being punished for doing something wrong. Think personalities such as Snow White, Elmo or Forrest Gump.

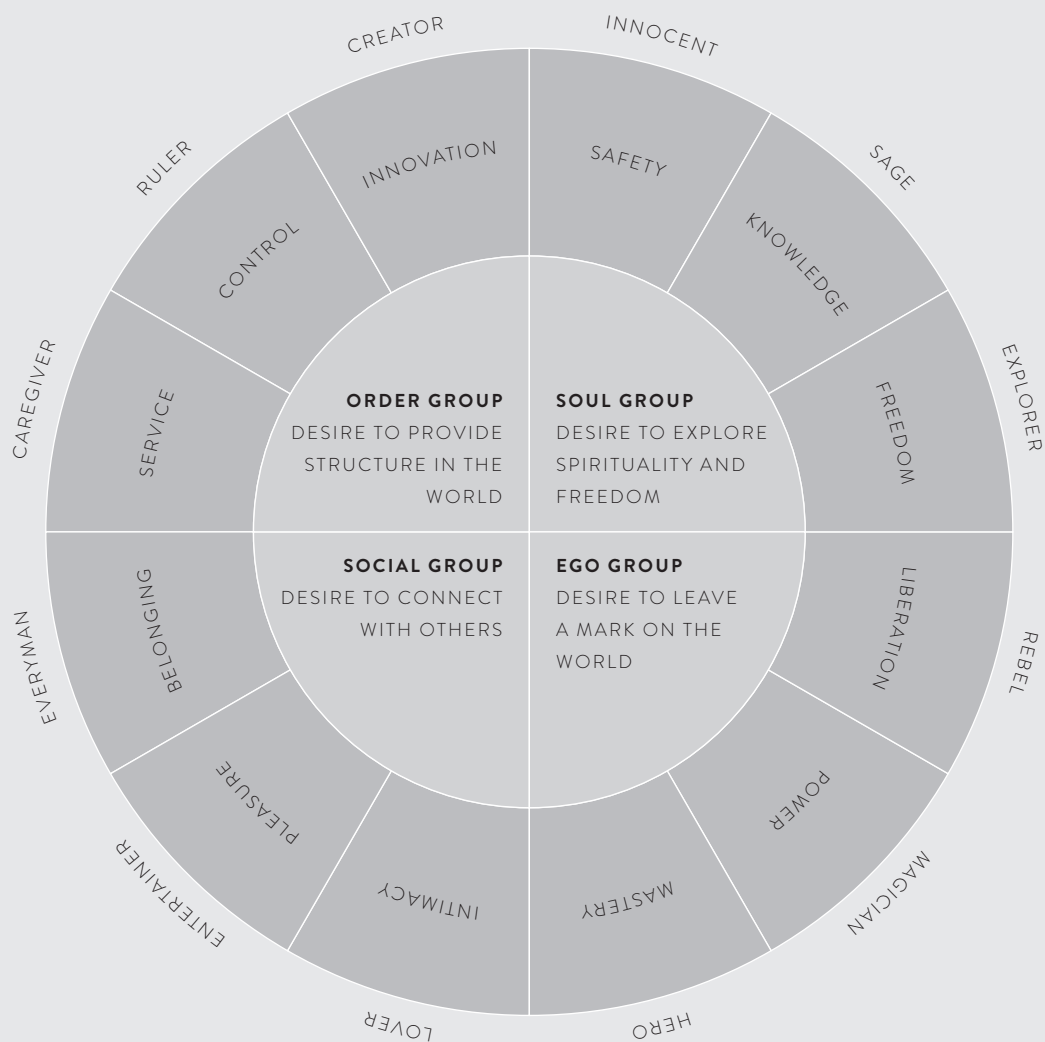
The Innocent customer is attracted to certainty, hopeful ideas, nostalgia, the promise of redemption. They value kindness over greed. They desire to escape our high pressure, busy achievement-oriented culture and get back to enjoying a simple life. To appeal to an Innocent, you need to earn their trust with simple, honest and most importantly, positive communication. Negative or guilt based communication is a complete turn off. They need to associate your brand with safety and will feel a connection when their inner beauty is recognised. Innocent customers prefer straight talking, gimmick free advertising and are naturally drawn to optimistic brands.

An Innocent brand promises simplicity and promotes themselves as pure, simple and trustworthy. They promise that life doesn't need to be hard. They promise the garden

WHAT DOES EACH ARCHETYPE SEEK?

THE 4 CARDINAL ORIENTATIONS

Carl Jung defined 12 archetypes that symbolize basic human motivations, as well as drive our desires and goals. These archetypes resonate with us so much that we continue to tell stories about them, they feature in just about every blockbuster movie or best-selling novel. Each type has its own set of values, meanings and personality traits. They can be grouped into 4 cardinal orientations.



of Eden. The enemy is today's fast-paced lifestyle. The rush, the busy, the multi-tasking. In our hectic, stressful world the Innocent brand personality is very appealing as it promises that you can relax and enjoy life, even if it's just for a moment. Think Coca-Cola, McDonald's, Nivea, Ponds, Dove and Innocent Drinks.

Innocent brands use the power of nostalgia, purity, nature and simple living. Think pristine imagery, blue skies, rushing streams of pure water, serene spaces, white clothing, sunflowers and sunlight idyllic forests.

German skincare brand Nivea is the perfect example of an Innocent brand. They evoke the Innocent archetype through their fresh clean imagery of blue logo, blue skies, white daisies, white lilies, pure blue water, smiles, bright fun colours, fresh snow, sunshine and natural accents. For more check out their Instagram account @niveausa.

THE EVERYMAN

The Everyman just wants to belong. They want to be part of something, they want to fit in and be one of the team. They are the solid citizen, the regular guy or girl, the person next door, the ordinary person, the hard worker, the regular folk. They are dependable, down to earth realists. The Everyman is always searching for belonging in the world and may join many groups and communities to find a place where they fit in. They fear being left out and standing out in the crowd. The desire is not to be different in any way, but simply part of the tribe. The underlying premise is that everyone matters, just the way they are. It's that classic line from the movie *Bridget Jones Diary*, when Mark Darcy says to Bridget (played by Renée Zellweger) - *"I like you very much. Just as you are."* This is the Everyman archetype in action. Think personalities such as Jerry Seinfeld, Homer Simpson and Matt Damon.

The Everyman customer values quality, dependability, prefers the familiar to the strange and will invest in brands

they trust. Everyman customers love self-deprecating humour and reassuring others they don't take themselves too seriously. It's all about being genuine, real and down-to-earth.

The Everyman brand promises equality, belonging and a down-to-earth ethos. The Ruler logo is a mark of status, the Explorer logo is a mark of identity, but the Everyman logo is a statement of affiliation. It says I belong to this group. Sporting teams are a great example of using the Everyman archetype to create a sense of belonging. The Everyman brand tries to appeal to everyone, which makes it the most challenging archetype to pull off. Think Subway, Kmart, Starbucks, Airbnb, Ebay and XXXX Gold Beer (for all my fellow Aussie's out there).

To appeal to an Everyman you need to make them feel a sense of belonging. Brands that revolve around everyday activities might use this archetype with the message that it's ok to be normal. Appealing to an Everyman requires honest, humble, friendly and down to earth communication that doesn't exclude. Elitist positioning or "we're superior" messaging is a major turn off for the Everyman. They dislike airs and graces. Glamour and luxury is the enemy and they are put off by displays of elitism in any form.

Take Starbucks for example, they sell coffee. But lots of other brands sell coffee. But what makes Starbucks so successful is that they have identified what their customers really desire - human connection. They are looking for that third place, between home and work. What they're really seeking is belonging.

Airbnb use a similar strategy. In 2014 they unveiled their new brand identity. The premise behind the rebrand was to foster a greater sense of belonging. Their motto: *We Imagine a World Where You Can Belong Anywhere*. Have I mentioned the word *belonging* enough?

THE HERO

Also known as the warrior, the Hero wants to prove his self worth. He wants to be the best. The Hero thrives on being strong and standing up for others. They outmaneuver. They overcome. They save the day. The Hero triumphs over evil and adversity and in doing so inspires us all. The Hero wants to make the world a better place.

They may feel they have a destiny that they must accomplish. Heroes are courageous in their quest for justice and equality and will stand up to even the most powerful forces if they think they are wrong. Virtually all superheroes fit this classic archetype. Think Superman, Batman, Wonder Woman or Maximus Decimus Meridius from *Gladiator*.

The Hero flourishes in a functional environment, not lavish. They're at home on the battlefield, the streets and the jungle. Comfort is the enemy. Comfort makes you soft. The Hero fears weakness and failure. If there is anyone they hate it's the wimp. The coward. The chicken. The scaredy-cat.

The Hero customers value quality and efficiency. To appeal to the Hero you should inspire them and make them feel empowered to succeed and achieve. They see themselves as upstanding citizens and they stand up for what's right. Hero's want to rise to their ambitions and brands that can acknowledge those ambitions and encourage the challenge will connect with them.

The Hero brand promises triumph and victory. They promote themselves as superior to the competition. Hero products are marketed for their toughness and resilience. The Hero brand archetype is here to challenge you. Things get tough. But if you want to rise up to the challenge, if your going into battle you're going to need a Hero's help. What matters is how determined you are. Don't compete, conquer. Only the strong survive. Hero brands push people to develop their full capacity. Think *Survivor* - a reality competition television show that features a group

of contestants marooned on an island, where they must provide food, water, fire, and shelter for themselves. Their motto is: *Outwit, Outplay, Outlast*. Or the US Army, their motto is: *Be All You Can Be*. It's not about who you are today, it's who can you can be tomorrow. Hero brands provide the arena and armor for that desire.

Nike is a Hero masterpiece. Nike takes its name from the winged Greek goddess of victory. If you were a Greek warrior you would make a sacrifice to Nike before going into battle. You'd asked her for victory. She was about winning and achievement. You didn't have tea and scones with Nike. You went to war with Nike. The Nike brand has done a remarkable job of bringing her story to life. A story about triumph and victory. The brand's mission is to inspire the soul of the athlete. It's slogan *Just Do It* motivates its audience to be courageous and take action. Wearing Nikes is aspirational. People that wear Nikes aren't necessarily heroic or courageous. They wear them because they desire to be heroic and courageous.

THE CAREGIVER

The Caregiver is the doctor, the nurse, the fairy godmother, the saint, the neighbourhood cop, the parent, the helper and the supporter. The Caregiver nurtures you. The Caregiver is benevolent and just want to be there for you. They have a deep desire to help and be of service. They are full of empathy and compassion. The Caregiver anticipates your needs, making you feel secure, safe and nurtured. They have a heightened sense of human vulnerability and is concerned with alleviating other people's problems. The Caregiver is associated with the Innocent, because it's the Caregiver that provides a safe world that the Innocent desires. They are afraid of selfishness or ingratitude for their sacrifices. Think Gandhi, Princess Diana, Mother Teresa, the Dalai Lama or Mary Poppins.

The Caregiver customer wants to feel safe and cared for. They want to be treated the way they treat others. When

trying to appeal to the Caregiver customer it's important to note that you mustn't stress the brand's caring, instead you should stress the customer's concern for others. The Caregiver customer must be portrayed as the person who cares for others, not the brand.

Rather than tell the Caregiver you care, show them. Caregivers generally give more than they get, so it's important that the brand helps them to care for themselves. Caregiver customers place high value on empathy, communication, consistency and trust.

The Caregiver archetype is a perfect fit for brands that help those in need. Insurance, banks, medical care, health products all naturally fit into this category. The people such brands help are often vulnerable and sensitive and require a soft touch. Warm, thoughtful, generous and motherly approach offers a feeling of safety that will appeal to their needs.

The Caregiver brand's aim is to make their customers feel secure, protected and cared for. Caregiver brands may need to appeal to wider audiences as they often require external input in order to provide care for those in need. In such a case, educational and conscience evoking messages may be the key.

Caregiver brands market themselves as providing helpful experiences and nurturing relationships. They appeal to sentimentality, happy memories, the comforts of home and family, and feelings of safety and security. The Caregiver brand uses soft colours, hopeful images of family, children and community and touching music.

Caregiver brands build trust. They understand that their audience wants to be recognised for their efforts, without being patronised. Caregiver brands are family companies, that avoid confrontation. They should avoid being seen as harmful or exploitative. Emotionally driven advertising

strikes a chord with their audience and aggressive advertising is a major turn off. Caregiver brands promise recognition, offering protection, safety and support. Think The Salvation Army, Red Cross, Médecins Sans Frontières (Doctors Without Borders), WWF, Unicef, Volvo, Heinz, Johnson & Johnson.

The Salvation Army is the perfect example of a Caregiver brand. They are one of the most trusted nonprofit organisations. With a tagline of "Doing the Most Good", "Hope where it's needed most" they have strongly branded themselves while providing social services to those in need for over a century. They describe themselves as passionate, compassionate, brave, uplifting and trustworthy. They use a caring and nurturing tone of voice and hopeful imagery.

THE EXPLORER

The Explorer wants to break free. They crave adventure and discovery. Freedom is a top priority for the Explorer. The Explorer is never happy unless they are experiencing new things. While the Innocent expects to be able to live in paradise, the Explorer goes out and seeks it. They are hitting the open road, seeking wide open spaces, getting back to nature. They are declaring their independence. They are the adventure seekers. They are surfing, hiking, skiing, biking, flying, sailing, kayaking, parasailing, bungee jumping and wrestling crocodiles. Think personalities such as Bear Grylls, Amelia Earhart, Steve Irwin, Sir Richard Branson or Indiana Jones.

They fear conformity and inner emptiness. They want to break free from their suffocating circumstances. They feel trapped by life and yearn for more excitement and adventure. Anyone who makes the Explorer feel guilty for being self-involved will be considered the enemy.

Explorer customers embrace brands that promote freedom and self discovery. They seek authenticity in products as a way of expressing their individuality. They value change

more than consistency, so brand loyalty is not natural for them. Explorers are highly skeptical. They like products that seem authentic, like themselves and are influenced by people who seem real.

To appeal to an Explorer, you need to challenge them. Challenging the confines of modern life will also allow you to resonate with them quickly. You should promote the outdoors and the unknown as the land of the free and challenge them to explore it, with your brand of course. Modern society is the common enemy in which many explorers live. A stand against such conforms can go a long way to resonating with the explorer and evoking their desires.

If your going to market to the Explorer you're going to need props - natural settings, lush forests, big open skies, raw nature, crashing waves, open roads, receding horizons and mountains, especially mountains.

Explorer brands promise freedom and authenticity. They help their customers explore the new and unknown. Other brands might try to help you build a safe comfy home. Explorer brands want you to get out of it. Off-road vehicles tend to dominate this archetype. Think Subaru, Land Rover, Kathmandu, Patagonia, North Face, Red Bull or even the whole city of Queenstown, New Zealand. Queenstown has artfully positioned themselves as the *adventure capital of the world*.

Jeep is the classic fit for this archetype. The company doesn't sell cars based on luxury or comfort - instead the focus is on freedom, adventure and discovery. The Explorer archetype is carefully woven throughout their brand. Let's take a look at some headlines from their advertisements: *"Lead the Way, Take on anything nature throws your way, King of the Jungle - even the concrete one, Adventure is everywhere, The toughest vehicle in the world."* They also weave the Explorer archetype throughout their web copy: *"Born to*

be wild, Find your true north, A timeless tale of adventure, Weathering a storm to new heights, Face the frontier, Start a new adventure." Even the names of the vehicles evoke the Explorer archetype: *"Compass, Cherokee, Renegade, Wrangler."*

THE REBEL

The Rebel seeks liberation and revolution. Rebels like to do things differently. They believe rules are made to be broken. They are outrageous, audacious, radical and unconventional. The Rebel wants to get away with things. Conformity, rules and regulations are the enemy, or anything that takes away their freedom. The Explorer also seeks freedom, but it's the Rebel who wants to disrupt, shock, start a revolution or just feel a little naughty. Think Billy the Kid, James Dean or Madonna.

To successfully target the Rebel you must understand that most people who identify with this archetype are in fact everyday responsible hard working citizens, who want to express their wild side. They don't necessarily want to shock or disrupt anyone, they just want to let off a little steam. Think the corporate lawyer who rides a Harley Davidson unleashing his inner rebel.

Rebel customers value the unconventional, forcefully rejecting the status quo. They value unique or shocking content, with no obvious sell to it.

Rebel brands want you to break the rules. Rebel brands position themselves as an alternative to the mainstream and make a big effort to stand out. Being accepted by the mainstream is their biggest challenge. If they were accepted by the mainstream, they wouldn't have the same appeal. To appeal to the Rebel you need to prove to them first that you see the world as they do. Status quo and conformity are the common enemy and showing disdain for either will go a long way to resonating. Encouraging, facilitating or empowering revolution on the other hand, will instantly make you one of the gang. You should avoid formal

communication and your language and tone should be laced with grit and attitude.

Harley Davidson is a Rebel masterpiece. Riders see Harley Davidson as more than a motorcycle. It's a lifestyle. An attitude. It's freedom. It's reclaiming your independence. It's walking on the wild side. It's standing out from the crowd. It's giving society the finger. It's a total rejection of mainstream values and conventions.

Promoting to the Rebel can be quite fun. Rebel customers liked to be shocked. They can also enjoy a mild surprising joke to a truly disturbing one. For example, an advertisement from Harley Davidson punches you in the face with this headline: *"If you want to fit in, take the bus."* They reject fitting in with this headline: *"This country wasn't founded on the declaration of blending in."* Or can be downright cheeky with this headline: *"I'd never let my wife ride it. At least not until she's 18."* Yup. Like I said. Shocking.

As fun as this archetype can be it comes with a warning label: *Use at your own risk.* If society is ready for its values to be challenged, it can be wildly successful. If not, it can generate serious backlash and criticism. Proceed with caution.

THE LOVER

The Lover wants to experience pleasure, intimacy and human connection. The Lover makes you theirs. They seduces you. Passion, pleasure and sensuality are the keys to the Lover's heart. The underlying desire is to attract, give love, seduce, captivate, express affection in intimate and pleasurable ways. The Everyman also seeks human connection, but the Lover wants a deeper kind of connection - one that is intimate and genuine.

The Lover customer values aesthetic appearance of goods and services and are drawn to premium brands that will make them seem more attractive to others. Lover customers

want to feel special, adored and doted on. The Ruler customer expects quality, but the Lover customer wants it for enhancing their pleasure, rather than status. The key here is glamour and passion so avoid coming across as cheap, or business like otherwise it would ruin the fantasy.

To appeal to the Lover you need to make them feel attractive or stir their passionate desires for connection and intimacy. Because of their attraction to sensory pleasure, communication and messaging should use sensual language and tone. Imagery and tone of voice are especially important for the Lover. Brands appealing to Lover personalities can leverage their audiences desire for sensual pleasure through sight, sound, smell or touch.

Any brand that promises beauty and sex appeal are Lover brands. The Lover is commonly used in the fragrance, cosmetics, fashion, indulgence food and travel industries. Anything that implies sensuality and indulgence. Think long walks along the beach, elegant restaurants, gourmet food, sunsets, red roses and romantic love stories. Romeo and Juliet, Cinderella, Sophia Loren, Cupid and Venus, Kim Kardashian, Casanova, Marilyn Monroe and Nigella Lawson, are all Lover personalities.

Lover brands promise passion and promote themselves as glamorous. A Lover brand wants to associate themselves with the intimate moments in your life. Think of Cadbury, rich, velvety, melt in your mouth chocolate. An example headline reads: *"Men want me - women want to eat me, Discover the taste experience, Discover the joy of silk."* It's seductive. It's enticing. It's indulgent. Other examples include Dior, Pandora, Swarovski, Hallmark, Häagen-Dazs, Chanel, Nespresso, Alfa Romeo and even the whole city of Paris - *The City of Love*.

Another Lover brand is Dine cat food. Yup cat food. Recently I was watching one of their TV commercials (view on [YouTube here](#)). It featured an adorable fluffy grey

kitty seducing her owner with it's big blue eyes. Whilst in the background the music sang: "*I can't fight this feeling anymore...*" then the tagline seductively whispered: "*Dine. Powerless to resist.*" I was captivated! I was under their spell! I was ready to buy whatever they were selling and I don't even have a cat! But if I did, I would definitely buy this brand. If you have time check out their website (dine.com.au) where they have artfully woven the Lover archetype throughout their web copy. The headline reads: "Your favourite dine has an *irresistible* new look." Their about page reads: "Dine varieties are designed by cat *lovers* to be the world's *finest* cat food. This *passion* is reflected in everything. From the *careful* selection of ingredients to the *gentle* cooking process. From the first *purr* of *anticipation*, it's easy to see the difference it makes." See how powerful this stuff is? It can even make cat food seductive and enticing! Meow!

THE CREATOR

Creators are the artists, musicians, poets, innovators, filmmakers and writers. The Creator craves perfection. The Creator is born to bring something into being that doesn't yet exist.

While the Magician stresses vision and imagination, Creators strive to create a product you can't live without. They have a desire to craft something meaningful and special. They love new ideas and make things happen. The Creator takes charge of innovating - new products, new processes, new structures and approaches. Creating music, a poem, a painting or a product. By structuring experiences into artistic beauty, the Creator is given a sense of aesthetic or artistic control and offers the world a sense of beauty. Ultimately they want to produce a work of art so special that it will endure, achieving a sense of immortality. Think Pablo Picasso, Mozart, John Lennon, Jamie Oliver or Frida Kahlo.

Creator customers don't want to impress, but express. When trying to appeal to the Creator it's important to note that the Creator customer is intolerant of cheap, mass-produced

junk. They purchase expensive items not to impress others, but to express their love of beautiful high-quality goods. Purchases, like anything else for the Creator customer, are a means of self-expression. While they love and appreciate beautiful design they can find beauty at the local flea market, not just high ticket items. Creator customers are doers and this manifests itself in many ways—gardening, woodworking, sewing or decorating the house. The Creator customer is drawn to DIY projects and beautifying their surroundings.

When marketing to the Creator, it's important to note that the Creator can be awakened in all of us - particularly in turbulent times. This instinct speaks to the need to control our world by creating our own environment. The more out-of-control the world feels, the more people crave the outlet of creating and self-expression. It becomes a form of healing and stability. Creator customers shun advertising in general but they may enjoy experimental, boundary pushing adverts.

Creator brands promise innovation, positioning themselves as the key to unlocking the customers creativity. Creator types are difficult to appeal to, but successful brands develop a devoted fan base. To appeal to a creator you must celebrate the creative process while inspiring self-expression.

Brands that provide the means or tools to express themselves creatively with freedom of choice would be well positioned with the Creator archetype. Their communication should stir the desire for the creative process and inspire their customers to express their nature to the best of their ability. The Creator gets deep satisfaction from both the process and the outcome of creating something that did not previously exist and therefore a natural fit for many marketing, design, and technology brands.

Creator brands are inherently nonconformist. They want to build a better world using the tools at their disposal. A Creator brand will empower its customers to use their creativity by selling them a world of possibilities. Creator brands leverage their audiences' imagination and their desire to create and innovate. They should avoid being seen as inauthentic or a sell-out. They are terrified of mediocrity. Think Apple, Adobe, Lego, Crayola, Pinterest, Etsy and Instagram.

Adobe is a Creator masterpiece. Best known for their image editing software - Photoshop. Adobe brings out the Creator in all of us. Imagination and inspiration are key for a Creator at every stage of development, and Adobe is keenly aware of this. Adobe is innovation-in-a-box. Let's look at some of Adobe's copy: *"Unleash your creativity today, all the tools for anything you dream up. The possibilities are endless. Dream big and see how far your imagination will take you. Release your inner creativity. Unleashing big ideas, one at a time."* For more check out their instagram account @adobe.

THE ENTERTAINER

The Entertainer just wants to have fun. Their core desire is to be spontaneous, recapturing the playfulness of their youth. The Entertainer wants to live in the moment and enjoy life. They love to liven up the party with humour and tricks.

The goal is to make you smile with light-hearted fun. The Entertainer loves humour. They are eternal optimists and can't be kept down long due to their ability to see the good in every situation. Entertainers are young at heart and continue their child-like nature long after their friends have grown up and become serious. Think personalities like Jimmy Fallon, Charlie Chaplin, Robin Williams and Jim Carey.

The Entertainer brand promises entertainment. They promise that life can be easy. Their marketing and

advertising should be light-hearted, humourous and not take life too seriously. Entertainer brands use bright colours and lots of action. The more outrageous the better. The Entertainer brand helps us to get out of our trapped, small thinking. This is probably the most versatile personality because essentially everyone is eager to have fun.

Like Magicians, Entertainers are rarely a buyer persona but can be a perfect archetype for brands in the business of entertaining or wanting to associate themselves with good times. Regardless of archetype and personality, everyone likes to laugh and provided the context and the timing is right, the Entertainer personality can be a memorable and loving point of differentiation.

Your brand should highlight the light-hearted and positive side of life with a playful and entertaining spirit. Brands that are able to connect with their audience through happiness and laughter can become much loved brands.

The Entertainer finds adverts deeply boring but love anything unusual or playful. Entertainer brands should avoid being seen as bitter or strict. The enemy of the Entertainer are the party-poppers, people who are too serious and lack humour. Think M&Ms Skittles, Smiggle and Old Spice.

After a 70-year reign as your granddad's cologne, Old Spice completely rebranded in 2010, and introduced *The Man Your Man Could Smell Like*. In one fell swoop, they completely changed the public perception of Old Spice and how you sell personal care items, and they did so with humour that was not only brilliantly executed, but also completely insane. The Entertainer now permeates every aspect of the Old Spice brand even down to the names of their product scents (Krakengard, Swagger, Guitar Solo, Steel Courage, Desperado). Remember those ridiculous commercials that poked fun at stereotypical manliness, with the tagline: *"Smell like a man, man"* or *"Anything is possible when your man smells like Old Spice and not like a lady."* Isaiah Mustafa (the smooth

ladies man in the commercial) was *“the man your man could smell like.”* We looked away from him and were suddenly transported onto a majestic ocean liner. An outstretched hand offered us *“two tickets to that thing you love,”* shortly before the tickets magically dissolved into diamonds. Then he was on a horse. Really.

THE SAGE

The Sage seeks to find the truth and wants to find wisdom. They believe knowledge comes from growth and are constantly looking for new sources of information. They value ideas above all else. A Sage commands respect by illustrating brilliance. They are the experts, the teachers, the academics, the thinkers and philosophers. Think Albert Einstein, Socrates, Confucius, Oprah Winfrey or Mr Miyagi from Karate Kid.

The Sage customer wants to feel smarter, more informed and more in control. The Sage is compelled to learn. Paying homage to their intelligence, establishing credibility and becoming an expert in your field is the most convincing way to appeal to this audience.

Higher level vocabulary with layered or philosophical meaning will be acknowledged and appreciated while over simplified or dumbed down messages will not. Never talk down or use a hard sell with the Sage. They expect factual and well-researched information, which should be watertight to avoid challenges. Superficial fluff and gimmicks simply won't work.

Sage brands promise wisdom to their audience. They trust their audience is intelligent enough to grasp complex ideas and understand intelligent in-jokes. Sage brands applaud their audience for being informed, intelligent and reinforce their wisdom.

Their advertising and marketing should be dignified and subdued with an elite air to it. Harvard University is a Sage.

The academic environment is one of the most revered in the world. Think BBC, Google, New York Times and CNN.

The Sage personality is a perfect fit for any brand that places emphasis on research, learning or knowledge - think universities, museums, book stores or news sources.

Oprah is a Sage masterpiece. She is best known for her talk show The Oprah Winfrey Show, which was the highest-rated television program of its kind in history. The show focused on literature, self-improvement, mindfulness and spirituality. She is one of the most influential woman in the world today. Oprah is a global powerhouse and she continues to influence and shape culture through her OWN network, book club and magazine. Oprah is your big sister, your mother, your friend, your advisor, your teacher. She's intelligent, wise and her tone of voice and language support this. Here are some of my favourite Oprah quotes: *“Education is the key to unlocking the world, a passport to freedom. The biggest adventure you can take is to live the life of your dreams. Turn your wounds into wisdom. The greatest discovery of all time is that a person can change his future by merely changing his attitude.”* Her tone of voice is factual, knowledgeable, guiding and she speaks with authority—all the hallmarks of a Sage archetype.

THE MAGICIAN

The Magician makes dreams come true. They are the medicine man, the witch, the wizard and the alchemist. They turn lead into gold. They have the power to bring transformative ideas and philosophies to the world, as they are able to see things in a completely different way to others. The Magician believes that there is more—something greater than us and what we see. The Magician wants to understand the world and their place in it. The Magician values enlightenment.

Entrepreneurs are often Magicians. Magical people that have dreams and visions that seem impossible to most.

Yet it's the essence of the Magician to have a vision and walk straight into it. The most famous Magician characters are Merlin, Harry Potter and Yoda from Star Wars. Or personalities such as Steve Jobs, Elon Musk and Walt Disney.

Magician customers need to feel they can grow wiser or influence people by using that brand's products. The Magician archetype rarely fits a buyer persona but appeals to different personas with their ability to transform.

Brands that take their customers on a transformational journey, could well consider the Magician archetype as the personality to connect with their audience. The Magician consumer is motivated both by the desire for personal transformation and to be a change agent in the world around them. A Magician consumer may very well be in a position of leadership, being influential and charismatic by nature.

Magician customers prefer advertising that is imaginative and inspiring. If you're going to market to the Magician, you're going to need props. Think expansive, ethereal imagery such as a sky full of stars, shooting stars, rainbows spanning the vast horizons and expansive galaxies evoking feelings of awe. Or new age imagery such as, crystal balls, magic wands, caps and a pointy Magician's hat.

The Magician brand makes the impossible possible. They bring visions to life. The Magician promises to transform your life and make your dreams come true. Magician brands spark magical moments. Magician brands should promote themselves as the gateway to a transformative experience. If your brand helps provide magical moments, or even transform lives, the Magician brand archetype could be for you. Just be sure that you can always deliver on your magical promise. Think brands like Tesla, Disney, Pixar, Dyson, MasterCard, Mac Cosmetics and Smirnoff.

MasterCard epitomises a Magician brand. Best known, with their 'Priceless' campaign, which connected many 'priceless' moments to the brand. The campaign communicated the magical quality of using a credit card to obtain instant satisfaction, followed with a tagline that highlights that there is more to life than money and consumption. The tagline said: *"There are some things money can't buy. For everything else, there's MasterCard."*

Disney is Magician masterpiece. They offer magical transformative experiences through their movies, music and theme parks. Disneyland takes prime position as the happiest place on earth! No one else even comes close.

THE RULER

The Ruler is the king, the queen, the president, the pharaoh, the CEO and the leader. The Ruler takes control, especially when things are getting out of hand. They want absolute power. They are commanding and authoritative. They are naturally confident, competent and responsible. The Ruler wants to be powerful and influential. They are driven by desire of power and control.

While the Innocent assumes others will protect them, the Ruler doesn't share the same faith. Their primary motivation is gaining and maintaining power. They take responsibility and make life as stable and predictable as possible. It's the Ruler that creates policies, procedures, laws in place that reinforces stability and order. Their image is often polished and masculine. They are role models for proper behaviour and enforce the status quo. The Ruler dislikes loose cannons who threaten to disrupt the status quo. Personalities such as Zeus, Vladimir Putin, Donald Trump, Bill Gates and Marlon Brando (Godfather) are all good examples of the Ruler archetype.

Ruler customers value image, status and prestige as they understand how it enhances their power. They don't mind

a little bit of envy. Ruler customers love benefits and privileges. Where the Rebel stand out from the crowd, the Ruler rises above. The Ruler likes to be seen as in charge and in control. The Ruler hates not being in control. When appealing to the Ruler customer you always want them to have the power and reinforce their power, control and status. Rulers want to feel a sense of superiority. That they are part of an exclusive club.

Appealing to the masses will not get the Ruler's attention and would more likely turn them off. The Ruler customer doesn't appreciate dumbed down advertising. They don't like being told what to do and you should never humiliate the Ruler customer.

Ruler brands promise status and power. Ruler brands appeal to our desire to feel successful and important. The Ruler brand message is we help you succeed and enhance your power. Ruler brands promote a feeling of power and stability.

Luxury and exclusivity, a ruler brand is a gatekeeper. Designer goods, high-end vehicles and jewellery all fall under this umbrella. Do you buy a Mercedes-Benz because of its safety rating? No. That quietly understood value is what a Ruler brand sells. Think Rolex, US Government, The White House, IBM, Microsoft, Louis Vuitton and Mercedes-Benz.

Rolex is a Ruler masterpiece, even the logo features a crown. People associate the brand with success and luxury and imagine Rolex wearers live a lavish lifestyle. A Rolex watch can be used as a status symbol, showing people that the wearer has achieved a level of success and stability, which have allowed them the means to purchase a Rolex watch. They prohibit the sale of watches online, limiting the places that interested customers can purchase a Rolex watch. Rolex also has strict importation restrictions on its watches, as it is

illegal to import or export a watch into or out of the United States. By limiting the places and ways to purchase a Rolex watch, it makes it more difficult to purchase one, giving the brand a sense of exclusivity and rarity, which increases the perceived value of the Rolex watch. Because of its high-profile endorsements, innovative nature, and restrictions on importation, Rolex has an image of superiority and exclusivity, making it a very desirable brand. Own a Rolex and you will surely impress. The message is clear: you have arrived.

THE INNOCENT

GOAL	MOTTO	CORE DESIRE	VALUES
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TO BE HAPPY,
FOR THE WORLD TO LIVE IN LOVE,
PEACE & HAPPINESS

"LIFE IS SIMPLE & SIMPLICITY
IS ELEGANT"
"THE GLASS HALF FULL"

TO BE SAFE, FREE & HAPPY

HAPPINESS, MORALITY,
SIMPLICITY, HONESTY, POSITIVITY,
HARMONY, INTEGRITY & PEACE

FEARS	WEAKNESSES	STRENGTHS	ALSO KNOWN AS
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TO BE PUNISHED FOR DOING
SOMETHING WRONG

DENIAL, BEING NAÏVE
OR GULLIBLE

FAITH, OPTIMISM,
IDEALISTIC, HOPEFUL

POLLYANNA, UTOPIAN,
TRADITIONALIST, NAÏVE,
ROMANTIC, DREAMER

BRAND VOICE	BRAND MESSAGE	BRAND STRATEGY	PERSONALITIES
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OPTIMISTIC, HONEST
HUMBLE, HOPEFUL, HAPPY,
TRUSTWORTHY & SIMPLE

THE MOST WHOLESOME
THINGS IN LIFE ARE
UNADULTERATED & PURE

TO DO THINGS RIGHT, DISPLAY
WHOLESOME VIRTUE, BE
OPTIMISTIC, FOSTER FEEL-GOOD
SPIRIT, ENJOY THE SIMPLE THINGS

SNOW WHITE, ELMO, AUDREY
HEPBURN, FORREST GUMP,
MEG RYAN

BRAND PROMISE	BRAND GOAL	MUST AVOID	THE ENEMY
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SIMPLICITY, PURITY
YOU CAN RELAX & ENJOY LIFE

TO GET BACK TO BASICS
& KEEP THINGS NATURAL

BEING SEEN AS HEAVY HANDED
OR GUILT INDUCING

NEGATIVE PEOPLE, VULGAR,
BARBARIC, ROUGHNECK,
GLOOMY & OUR BUSY FAST-
PACED ACHIEVEMENT-ORIENTED
CULTURE

BRAND INSPIRATION



THE EVERYMAN

GOAL	MOTTO	CORE DESIRE	VALUES
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TO BE ACCEPTED & BELONG,
BE DEPENDABLE & TRUSTWORTHY

"YOU'RE JUST LIKE ME AND I'M
JUST LIKE YOU"
"COMMUNITY AND FAMILY ARE
EVERYTHING"

TO BELONG
& FIT IN

CONNECTION, TOGETHERNESS
EQUALITY, FELLOWSHIP
INCLUSION

FEARS	WEAKNESSES	STRENGTHS	ALSO KNOWN AS
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TO BE LEFT OUT OR TO STAND OUT
FROM THE CROWD

LOSING ONE'S OWN SELF IN
AN EFFORT TO BLEND IN OR
FOR THE SAKE OF SUPERFICIAL
RELATIONSHIPS

EMPATHETIC, HONEST, OPEN,
REALISTIC, PRAGMATIC,
UNPRETENTIOUS, RESILIENT

THE REGULAR BOY OR GIRL, THE
PERSON NEXT DOOR, THE REALIST,
THE SOLID CITIZEN, THE GOOD
NEIGHBOUR

BRAND VOICE	BRAND MESSAGE	BRAND STRATEGY	PERSONALITIES
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FRIENDLY, HUMBLE, AUTHENTIC,
LAID BACK, STRAIGHT SHOOTER,
UNPRETENTIOUS, HARD WORKING

WHEN WE TREAT EACH
OTHER WITH HONESTY AND
FRIENDLINESS WE CAN LIVE
TOGETHER IN HARMONY

DEVELOP ORDINARY SOLID
VIRTUES, BE DOWN TO EARTH,
ALIGN WITH BASIC VALUES,
EMPHASIS IMPORTANCE OF
FAMILY & COMMUNITY

BRIDGET JONES, SEINFELD,
HOMER SIMPSON, MATT DAMON,
RON WEASLEY (HARRY HOTTER)

BRAND PROMISE	BRAND GOAL	MUST AVOID	THE ENEMY
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EQUALITY, BELONGING
& DOWN TO EARTH ETHOS

TO HELP PEOPLE FEEL LIKE THEY
BELONG & BUILD A COMMUNITY

BEING SEEN AS GREEDY
OR APPEAR ELITIST

PEOPLE WHO THINK THEY ARE
SPECIAL SNOWFLAKES, AIRS &
GRACES, ELITISM, GLAMOUR,
LUXURY, EXCLUSIVITY

BRAND INSPIRATION



THE HERO

GOAL	MOTTO	CORE DESIRE	VALUES
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EXERT MASTERY IN A WAY THAT
IMPROVES THE WORLD

"IF THERE IS A WILL,
THERE'S A WAY"

TO ACHIEVE MASTERY

MASTERY, COURAGE,
GROWTH, DEVELOPMENT
DEFENCE

FEARS	WEAKNESSES	STRENGTHS	ALSO KNOWN AS
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FAILURE, BEING PERCEIVED AS
WEAK, VULNERABILITY, BEING
SCARED

ARROGANCE AND
CHALLENGING

DISCIPLINE, COURAGE,
DETERMINED, FOCUSED,
RESILIENCE, ACHIEVEMENT-
ORIENTATED

THE WARRIOR, CRUSADER,
RESCUER, SUPERHERO,
THE SOLIDER, DRAGON SLAYER,
THE WINNER.

BRAND VOICE	BRAND MESSAGE	BRAND STRATEGY	PERSONALITIES
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HONEST, CANDID, BRAVE,
FAST-PACED, PROUD,
ENCOURAGING, COMPETITIVE,
EMPOWERING

WE CAN MAKE THE WORLD
BETTER, WE HAVE THE GRIT &
DETERMINATION TO OUTWORK
THE REST

MOTIVATE, ENCOURAGE, BE
BRAVE, PROVE PEOPLE WRONG,
BECOME STRONGER & BETTER

SUPERMAN, BATMAN,
BRAVEHEART, WONDER WOMAN,
MAXIMUS DECIMUS MERIDIUS
(GLADIATOR)

BRAND PROMISE	BRAND GOAL	MUST AVOID	THE ENEMY
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COURAGE, TRIUMPH
& VICTORY

TO MOTIVATE OTHERS TO
BE BETTER

BEING SEEN AS WEAK,
CUTE OR FUNNY

COMFORT, THE SOFA, FAILURE,
THE WEAK, LOSERS, WIMPS,
COWARDS, DEFEATED,
NON-STARTERS

BRAND INSPIRATION



THE CAREGIVER

GOAL	MOTTO	CORE DESIRE	VALUES
TO HELP, CARE, PROTECT & NURTURE OTHERS	"TREAT OTHERS THE WAY YOU WANT TO BE TREATED"	TO BE OF SERVICE & PROTECT PEOPLE FROM HARM	SUPPORT, HELP, SERVICE, RECOGNITION, GRATITUDE
FEARS	WEAKNESSES	STRENGTHS	ALSO KNOWN AS
NEGLECT, INSTABILITY, INGRATITUDE	MARTYRDOM AND BEING EXPLOITED BY OTHERS KINDNESS IN EXCESS	COMPASSION, GENEROSITY, SECURITY, NURTURING	THE NURTURER, SAINT, ALTRUIST, PARENT, HELPER, SUPPORTER, NURSE, MOTHER
BRAND VOICE	BRAND MESSAGE	BRAND STRATEGY	PERSONALITIES
CARING, WARM, KIND, REASSURING, GENTLE, NURTURING, HUMBLE, GENEROUS	EVERYONE DESERVES CARE AND WE MUST ALL STRIVE TO BESTOW SERVICE UPON ONE ANOTHER	BUILD TRUST, DO THINGS FOR OTHERS, RECOGNISE THEIR EFFORTS, MAKE THEM FEEL SAFE & CARED FOR	MOTHER TERESA, GANDHI, MARY POPPINS, PRINCESS DIANA, DALAI LAMA
BRAND PROMISE	BRAND GOAL	MUST AVOID	THE ENEMY
COMPASSION, SUPPORT & RECOGNITION	TO HELP AS MANY PEOPLE AS POSSIBLE	BEING SEEN AS AGGRESSIVE, HARMFUL OR EXPLOITATIVE	THE SELFISH, NARCISSISTIC, EGOTISTICAL, GREEDY, THE UNGRATEFUL, SELF-INDULGENT
BRAND INSPIRATION			

Johnson & Johnson

unicef 



THE EXPLORER

GOAL	MOTTO	CORE DESIRE	VALUES
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TO EXPERIENCE AN EXCITING,
MORE FULFILLING LIFE. SEEKS
FREEDOM, ADVENTURE AND
DISCOVERY

"DON'T FENCE ME IN"
"THE ROAD LESS TRAVELED"

TO BE FREE

ADVENTURE, EXPLORATION
THE UNKNOWN, SELF DISCOVERY,
LIBERATION

FEARS	WEAKNESSES	STRENGTHS	ALSO KNOWN AS
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BEING TRAPPED,
CONFORMITY AND INNER
EMPTINESS

AIMLESS WANDERING,
INABILITY TO COMMIT,
SELF-INDULGENCE

AUTHENTICITY, AUTONOMY,
AMBITION, PIONEERING, BEING
TRUE TO THEIR OWN DESIRES
& SENSE OF WONDER

THE SEEKER, WANDERER,
INDIVIDUALIST, PILGRIM

BRAND VOICE	BRAND MESSAGE	BRAND STRATEGY	PERSONALITIES
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EXCITING, FEARLESS
DARING, ADVENTUROUS,
ENERGETIC, ENTHUSIASTIC,
AUTONOMOUS

YOU ONLY GET ONE LIFE,
GET OUT THERE & MAKE IT
COUNT

CELEBRATE THE JOURNEY, ESCAPE
FROM BOREDOM, ACKNOWLEDGE
MODERN CONFINEMENTS, SEEK
OUT AND EXPERIENCING NEW
THINGS

BEAR GRYLLS, INDIANA JONES,
LARA CROFT, AMELIA EARHART,
CHRISTOPHER COLUMBUS, STEVE
IRWIN, RICHARD BRANSON

BRAND PROMISE	BRAND GOAL	MUST AVOID	THE ENEMY
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AUTHENTICITY
& FREEDOM

TO HELP CREATE MORE FREEDOM
FOR YOU & YOUR CUSTOMERS

BEING SEEN AS RIGID,
CORPORATE, INAUTHENTIC,
BORING, SOULLESS

MODERN SOCIETY, THE OFFICE,
CONFORMITY, THE RAT RACE,
SUFFOCATING CIRCUMSTANCES,
BEING TRAPPED

BRAND INSPIRATION

Jeep

**THE
NORTH
FACE**

Kathmandu

patagonia

THE REBEL

GOAL	MOTTO	CORE DESIRE	VALUES
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TO OVERTURN WHAT ISN'T WORKING, SHAKE UP THE STATUS QUO

"RULES ARE MADE TO BE BROKEN"

TO FEEL LIBERATED

LIBERATION, CHANGE
RIGHTEOUSNESS, REVENGE
INDEPENDENCE

FEARS	WEAKNESSES	STRENGTHS	ALSO KNOWN AS
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TO BE POWERLESS OR
INEFFECTUAL

TAKING THEIR REBELLION TOO FAR, CROSSING OVER TO THE DARK SIDE, DESTRUCTIVENESS

OUTRAGEOUSNESS, RADICAL FREEDOM, INSPIRING OTHERS, UNCONVENTIONAL THINKING

THE OUTLAW,
REVOLUTIONARY,
WILD MAN, THE MISFIT,
ICONOCLAST

BRAND VOICE	BRAND MESSAGE	BRAND STRATEGY	PERSONALITIES
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DISRUPTIVE, REBELLIOUS
COMBATIVE, SWEARING,
CHALLENGING, ATTITUDE

YOU DON'T HAVE TO SETTLE FOR THE STATUS QUO.
FIRST, DEMAND MORE.
SECOND, GO OUT AND GET IT.

DISRUPT AND SHOCK, DENOUNCE STATUS QUO, SHAKE THINGS UP, ALTERNATIVE TO MAINSTREAM

JAMES DEAN, MADONNA,
FIDEL CASTRO, BILLY THE KID,
NED KELLY, JESSE JAMES

BRAND PROMISE	BRAND GOAL	MUST AVOID	THE ENEMY
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REVOLUTION
& LIBERATION

TO ADVOCATE FOR A DIFFERENT WAY OF THINKING

BEING ACCEPTED BY
MAINSTREAM SOCIETY,
FORMAL COMMUNICATION

CONFORMITY, STATUS QUO,
FITTING IN, THE MAINSTREAM,
OBEDIENCE, SUBMISSION, GIVING
IN, RULES & REGULATION

BRAND INSPIRATION

Virgin

Agent Provocateur



THE LOVER

GOAL	MOTTO	CORE DESIRE	VALUES
TO ENJOY LIFE PASSIONATELY, EXPERIENCE LOVING & COMMITTED RELATIONSHIPS	"I ONLY HAVE EYES FOR YOU" "ALL YOU NEED IS LOVE"	TO EXPERIENCE INTIMACY	SENSUALITY, CLOSENESS INDULGENCE, AFFECTION LOVE, ATTRACTIVENESS
FEARS	WEAKNESSES	STRENGTHS	ALSO KNOWN AS
BEING A WALLFLOWER, BEING ALONE, UNWANTED OR UNLOVED	DESIRE TO PLEASE OTHERS, AT RISK OF LOSING OWN IDENTITY, PROMISCUITY	PASSION, GRATITUDE, APPRECIATION, LOVE, COMMITMENT	THE SEDUCER, THE PARTNER, FRIEND, INTIMATE, ENTHUSIAST, SENSUALIST, SPOUSE
BRAND VOICE	BRAND MESSAGE	BRAND STRATEGY	PERSONALITIES
SENSUAL, EMPATHETIC SOOTHING, PASSIONATE, SULTRY, SEDUCTIVE, ENTICING, INTIMATE, ELEGANT	YOUR STRIKING BEAUTY IS IMPOSSIBLE TO IGNORE, YOU ARE ONE OF A KIND	TO BE DESIRED, REAFFIRM BEAUTY, RED CARPET TREATMENT, CONNECTED AND RELATIONSHIP FOCUSED, TO BECOME MORE & MORE ATTRACTIVE	CINDERELLA, MARILYN MONROE, KIM KARDASHIAN, CASANOVA, TAYLOR SWIFT, APHRODITE, CUPID, VENUS, ROMEO & JULIET
BRAND PROMISE	BRAND GOAL	MUST AVOID	THE ENEMY
LOVE & PASSION	TO HELP PEOPLE LIVE LIFE PASSIONATELY	BEING SEEN AS CHEAP OR BUSINESS-LIKE	COLD-BLOODED, STOIC, UNEMOTIONAL, HEARTLESS, PASSIVE, ALOOF, OUR COLD & IMPERSONAL WORLD
BRAND INSPIRATION			



THE CREATOR

GOAL	MOTTO	CORE DESIRE	VALUES
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TO REALISE A VISION, TURN
IDEAS INTO REALITY, CREATE
SOMETHING OF ENDURING VALUE

"YOUR ONLY LIMITATION IS
YOUR IMAGINATION"

TO INNOVATE

CREATION, ORIGINALITY
SELF-EXPRESSION, VISION
IMAGINATION

FEARS	WEAKNESSES	STRENGTHS	ALSO KNOWN AS
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MEDIOCRE VISION OR
EXECUTION, FAILING TO CREATE
ANYTHING GREAT, STAGNATION,
DUPLICATION, FAMILIARITY,
DISILLUSION, INDIFFERENCE

PERFECTIONISM & CREATIVE
BLOCKS CAUSED BY FEAR OF NOT
BEING EXCEPTIONAL

CREATIVITY, IMAGINATION,
INDIVIDUALITY, VISIONARY,
UNCONVENTIONAL THINKING

THE ARTIST, INVENTOR,
INNOVATOR, MUSICIAN,
WRITER OR DREAMER

BRAND VOICE	BRAND MESSAGE	BRAND STRATEGY	PERSONALITIES
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INSPIRATIONAL, DARING
PROVOCATIVE, EXPRESSIVE,
UNIQUE, POETIC

SEE POTENTIAL EVERYWHERE
AND UNCOVER ORIGINALITY WITH
LIBERATED IMAGINATION

DEVELOP ARTISTIC CONTROL
AND SKILL, INSPIRE TO UNLOCK
CREATIVITY, ENCOURAGE THE
PURSUIT OF ORIGINALITY

PABLO PICASSO, MOZART,
JOHN LENNON, WILLY WONKA,
FRIDA KAHLO, ERNEST
HEMINGWAY, J.K. ROWLING

BRAND PROMISE	BRAND GOAL	MUST AVOID	THE ENEMY
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INNOVATION

TO HELP PEOPLE CREATE
SOMETHING NEW OR IMAGINATIVE

BEING SEEN AS INAUTHENTIC
OR A SELL-OUT

MEDIOCRITY, INAUTHENTIC,
FAKE, UNORIGINAL, VANILLA,
PEDESTRIAN, SQUARE,
RUN-OF-THE-MILL

BRAND INSPIRATION



THE ENTERTAINER

GOAL	MOTTO	CORE DESIRE	VALUES
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LIVE IN THE MOMENT, TO HAVE
A GREAT TIME, LIGHTEN UP THE
WORLD & MAKE OTHERS LAUGH

"YOU ONLY LIVE ONCE"

TO EXPERIENCE
PLEASURE

FUN, HAPPINESS
LAUGHTER, TOGETHERNESS
POSITIVITY

FEARS	WEAKNESSES	STRENGTHS	ALSO KNOWN AS
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BOREDOM, GLOOM
SADNESS, LONELINESS
NEGATIVITY

FRIVOLITY, WASTING TIME,
HIDING EMOTIONS BENEATH
A HUMOROUS DISGUISE

JOY, SEEING THE FUNNY SIDE,
USING HUMOUR FOR POSITIVE
CHANGE

THE JESTER, THE FOOL, TRICKSTER,
JOKER, OR COMEDIAN

BRAND VOICE	BRAND MESSAGE	BRAND STRATEGY	PERSONALITIES
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FUN LOVING, PLAYFUL
OPTIMISTIC, EXCITED, ENERGETIC,
LOUD, WITTY, ENTERTAINING,
HUMOUROUS

WE'RE HERE FOR A GOOD-TIME,
NOT A LONG TIME

BE PLAYFUL, CURIOUS AND
FUNNY, PROMOTE THE
GOOD-TIMES

JIM CAREY, CHARLIE CHAPLIN,
ROBIN WILLIAMS,
ELLEN DEGENERES

BRAND PROMISE	BRAND GOAL	MUST AVOID	THE ENEMY
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FUN & ENTERTAINMENT,
THAT LIFE CAN BE EASY

TO HELP PEOPLE
ENJOY LIFE

BEING SEEN AS BITTER OR
TOO STRICT

PARTY-POPPERS, BORING PEOPLE,
PEOPLE WHO TAKE LIFE TOO
SERIOUSLY & LACK HUMOUR,
LIFELESS, COLOURLESS

BRAND INSPIRATION



THE SAGE

GOAL	MOTTO	CORE DESIRE	VALUES
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TO USE INTELLIGENCE AND ANALYSIS TO UNDERSTAND THE WORLD & TEACH OTHERS

"THE TRUTH WILL SET YOU FREE"
"I THINK, THEREFORE I AM"

THE DISCOVER THE TRUTH

WISDOM, INTELLIGENCE
EXPERTISE, INFORMATION,
IDEAS & INFLUENCE

FEARS	WEAKNESSES	STRENGTHS	KNOWN AS
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BEING PERCEIVED AS STUPID,
BEING MISLED OR APPEARING
IGNORANT

CAN STUDY DETAILS FOREVER
& NEVER ACT

WISDOM, INTELLIGENCE
& CURIOSITY

THE EXPERT, SCHOLAR,
DETECTIVE, ADVISOR, THINKER,
PHILOSOPHER, ACADEMIC,
PLANNER, TEACHER

BRAND VOICE	BRAND MESSAGE	BRAND STRATEGY	PERSONALITIES
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KNOWLEDGEABLE, ASSURED,
GUIDING, SOPHISTICATED
LANGUAGE, EXTENSIVE
VOCABULARY

EDUCATION IS THE PATH TO
WISDOM & WISDOM IS WHERE THE
ANSWERS LIE

SEEKING OUT KNOWLEDGE, SELF-
REFLECTION & UNDERSTANDING,
SHOW THE PATH TO WISDOM,
CREDIBILITY & EXPERTISE,
REINFORCE THEIR WISDOM

SOCRATES, CONFUCIUS, EINSTEIN,
OPRAH, DEEPAK CHOPRA,
MR MIYAGI (KARATE KID) YODA
(STAR WARS)

BRAND PROMISE	BRAND GOAL	MUST AVOID	THE ENEMY
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WISDOM

TO HELP PEOPLE FIND
& SHARE THE TRUTH

BEING SEEN AS TOO DUMBED
DOWN OR PATRONISING,
SUPERFICIAL FLUFF OR GIMMICKS

SIMPLE-MINDED, JUVENILE,
UNWORLDLY OR PEOPLE WHO
MISUSE THEIR POWER

BRAND INSPIRATION



THE MAGICIAN

GOAL	MOTTO	CORE DESIRE	VALUES
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TO MAKE DREAMS COME TRUE,
KNOWLEDGE OF THE
FUNDAMENTAL LAWS OF
UNIVERSE

"I MAKE THINGS HAPPEN"
"TURNING DREAMS INTO REALITY"

TO FEEL POWERFUL

TRANSFORMATION, VISION,
KNOWLEDGE, BELIEF
DISCOVERY

FEARS	WEAKNESSES	STRENGTHS	ALSO KNOWN AS
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UNINTENDED NEGATIVE
CONSEQUENCES, STAGNATION
IGNORANCE, UNCERTAINTY,
DOUBT

BECOMING MANIPULATIVE
OR EGOTISTICAL

TRANSFORMING PEOPLE'S
EVERYDAY EXPERIENCE OF LIFE
BY OFFERING NEW WAYS OF
LOOKING AT THINGS

THE VISIONARY, CATALYST,
INVENTOR, CHARISMATIC LEADER,
SHAMAN, HEALER, MYSTIC,
MEDICINE MAN

BRAND VOICE	BRAND MESSAGE	BRAND STRATEGY	PERSONALITIES
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MYSTICAL, INFORMED
REASSURING, CHARISMATIC,
VISIONARY, TRANSFORMATIVE

TOMORROW IS BRIGHTER THAN
TODAY AND ALL YOUR DREAMS
CAN COME TRUE IF YOU BELIEVE

DEVELOP A VISION & LIVE BY IT,
INSPIRE & EMPOWER,
CREATE MAGICAL MOMENTS

STEVE JOBS, ELON MUSK,
WALT DISNEY, MERLIN, HARRY
POTTER & DUMBLEDORE (HARRY
POTTER), GANDALF (LORD OF THE
RINGS)

BRAND PROMISE	BRAND GOAL	MUST AVOID	THE ENEMY
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KNOWLEDGE
& TRANSFORMATION

TO TRANSFORM
PEOPLE'S LIVES

BEING SEEN AS TOO STRUCTURED,
REGULATED OR HOLLOW

SHALLOWNESS, DEPTHLESS,
SUPERFICIAL, FAKE, HOLLOW,
PRETENTIOUS

BRAND INSPIRATION

Disney



dyson

THE RULER

GOAL	MOTTO	CORE DESIRE	VALUES
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MAKE LIFE AS PREDICTABLE & STABLE AS POSSIBLE, TO BE A ROLE MODEL	"POWER ISN'T EVERYTHING. IT'S THE ONLY THING" "MY WAY OR THE HIGHWAY" "I HAVE EVERYTHING UNDER CONTROL"	TO BE IN CONTROL	POWER, PROSPERITY STATUS, WEALTH, SUPERIORITY
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FEARS	WEAKNESSES	STRENGTHS	ALSO KNOWN AS
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CHAOS, BEING OVERTHROWN, WEAKNESS, INSIGNIFICANCE FAILURE, POVERTY, DESTITUTION	BEING AUTHORITARIAN, UNABLE TO DELEGATE	RESPONSIBILITY, LEADERSHIP HIGH STANDARDS, SECURITY, STABILITY, NATURALLY DOMINATE	THE BOSS, LEADER, ARISTOCRAT, KING, QUEEN, POLITICIAN, ROLE MODEL, MANAGER OR ADMINISTRATOR
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BRAND VOICE	BRAND MESSAGE	BRAND STRATEGY	PERSONALITIES
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COMMANDING, REFINED ARTICULATE, POLISHED MASCULINE, SOPHISTICATED, STRUCTURED, SPEAKS WITH AUTHORITY	YOU ARE SUCCESSFUL IN WORK AND IN LIFE. REWARD YOUR EXCELLENCE AND YOUR ACHIEVEMENTS	EXERCISE POWER & INFLUENCE, DEMONSTRATE SUPERIORITY, EXERT LEADERSHIP	ZEUS, VLADIMIR PUTIN, DONALD TRUMP, BILL GATES, QUEEN ELIZABETH, MARLON BRANDO (GODFATHER)
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BRAND PROMISE	BRAND GOAL	MUST AVOID	THE ENEMY
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POWER	TO HELP PEOPLE ACHIEVE SUCCESS & INFLUENCE	BEING SEEN AS WEAK, CHEAP, UNPOLISHED, TACKY	THE IRRESPONSIBLE, LOOSE-CANNONS, DEVIL-MAY-CARE ATTITUDES, WILD, UNSTABLE
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BRAND INSPIRATION



CRAFTING YOUR BRAND PERSONALITY

Before we identify your brand archetype I just want to raise an important point. We're not identifying your personal archetype. We're uncovering your audiences' archetype. In some cases it may be the same, in some cases it will be different.

The concept is to create a brand archetype that *mirrors* the audience you wish to target. Like I said in the being of this chapter; *successful brands have a strong sense of identity, one that mirrors the hopes and aspirations of their customers*. So we are going to uncover your audience's identity and mirror it back to them through your brand personality. So you are one and the same.

Take hairdressing for example. Hairdressers are very creative, imaginative and unique. Most people would think they embody the Creator archetype. But this is who they are, not their audience. Think about the last time you went to the hairdresser. How did you want to feel? More attractive? More glamorous? More beautiful? Did you want to walk out of the salon with luscious silky hair? These are all the characteristics of the Lover brand personality. So if our Hairdresser wanted to evoke these feelings they would use the Lover brand personality to appeal to her target audience.

IT'S NOT ABOUT WHAT YOU DO, BUT HOW YOU DO IT

Think of Oprah Winfrey and Ellen DeGeneres. Both are talk show hosts, but have totally different personalities. Oprah offers wise helpful life advice. Ellen, on the other hand is more fun, goofy and all about having a good time. Oprah is the Sage, Ellen is the Entertainer. They both do the same thing, but *how* they do it is totally different.

Can you see how you can carve out a unique position within your industry by using brand archetypes?

TOMORROW, NOT TODAY

Another key point is that we're not focusing on today. We're focusing on tomorrow. Who does your customer want to be tomorrow? What does that vision of themselves look like? Remember *we're all sell the same thing, we're all selling a better version of ourselves*. We're transforming our customers lives. So what does that better version of your customer look like?

Think Nike. People that wear Nikes aren't necessarily heroic or courageous. They wear them because they *desire to be* heroic and courageous.

Focus on the end result. What do you want your customers to feel when they purchase your product or service?

YOUR BRAND PERSONALITY

WORKBOOK: EXERCISE 9.1 & 9.2

Think of these archetypes as a framework—all the elements you need are there, you simply need to add the details. So use them as a starting point, but don't be afraid to tweak them for your company's needs.

STEP 1 - BRAND ARCHETYPE QUIZ

I've created a super easy quiz to help you uncover your brand archetype. Flip over to Exercise 9.1 in your workbook and read through all of the questions. Tick off all the statements that apply to your brand. Once you have done that count up how many of each you have and circle your top two. The answers are at the end of the chapter—but no peeking!

STEP 2 - ADOPT THE RIGHT MIX

How did you go? Do you have one clear archetype selected? Or do you have a couple selected?

One of the great debates in relation to archetypes is whether a brand should be a single archetype, or a combination of archetypes. My view is that sometimes one archetype fits

OPRAH

ARCHETYPE/S

The Sage Archetype

GOAL

Teach and empower others, seek out the truth, be the change you seek in this world

MOTTO

*The truth will set you free
I think, therefore I am*

CORE DESIRE

Knowledge and understanding

VALUES

Wisdom, ideas, intelligence, expertise, information, influence and personal development

TONE OF VOICE

Empathetic, understanding, knowledgeable, guiding, inspiring, empowering, a trusted friend or family member

BRAND MESSAGE

Education is the key to wisdom and freedom

BRAND STRATEGY

Education, expertise, credibility, self-reflection, show the path to wisdom

BRAND PROMISE

Wisdom, personal development and enlightenment

ATTITUDE & OPINIONS

*Attitude of Gratitude
"Turn your wounds into wisdom"
"Education is the key to unlocking the world,
a passport to freedom"
"The biggest adventure you can take is to live
the life of your dreams"*

BELIEFS

Knowledge comes from growth. Americans long for practical spirituality and hope. Trust that beyond this space and time, all will be well.

THE ENEMY

People who misuse their power, powerful people who use their influence for personal gain, i.e. politicians

perfectly and enables you to be single-minded. Using one brand archetype creates a simple and clear brand identity. However, in the majority of cases using just one archetype can be limiting and lead to unhelpful stereotypes.

Using a secondary archetype can help to draw out nuances that make our brands more real, multi-dimensional and believable. As a guide it's best to stick to 70% of one archetype and 30% of another, otherwise it may result in a confused brand personality. Say 70% Everyman and 30% Creator your brand can appeal to their audience whilst adding a unique edge to stand out.

Maybe your audience desires a sense of belonging, but they don't want to sacrifice their creativity. In this case, you would appeal to their sense of belonging through the Everyman archetype and then appeal to their sense of creativity through the Creator archetype. By combining these two archetypes you can create a truly unique brand personality within your industry.

For example, Jamie Oliver and Nigella Lawson are both Creators, but very different types. Jamie is a Creator with a very strong element of the Everyman, while Nigella is a combination of the Creator and the Lover.

STEP 3 - YOUR BRAND PERSONALITY

Once you have your archetypal mix you can begin to flesh out your brand personality. See Exercise 9.2 in your workbook. I've created an example brand personality for Oprah (Example 9.2) to help you out. Go back through the brand archetypes and use these as a blueprint to craft your own personality. Most of the work is already done for you, just add your own spin on it.

STEP 4 - GIVE YOUR BRAND BELIEFS, OPINIONS & AN OUTLOOK ON LIFE

The goal is to bring your brand to life and being to personify who your brand is from their beliefs and outlook on life, to the way they communicate.

This is a powerful exercise. When you hear opinions, attitudes, beliefs and aspirations flowing from your brand, you see it differently—you see it as a person.

When these beliefs, opinions and attitudes are translated into how your brand communicates your branding will be so much more powerful. Your customers are so much more likely to remember and resonate with your brand if it has the same opinions, attitude and language as their own.

STEP 5 - THE ENEMY

You can't have a main character without an enemy. All the famous characters do. Think Lord Voldemort in Harry Potter, Darth Vader in Star Wars, The Joker in Batman. Every archetype has an enemy. Who is your enemy?

Another powerful brand strategy is to identify the enemy and then throw stones at it. We touched on a similar strategy in Chapter 6 - the power of polarity. Under each archetype I've included a section for the enemy. Use this to brainstorm your enemy.

The presence of an enemy will help to amplify the qualities of the opposing archetype. It's good vs evil. It's us vs them. Make it loud and clear that you are not them.

Take the Everyman for example, their enemy is elitism, luxury and exclusivity. For the Entertainer their enemy is people who take life too seriously. For me, my enemy is brands that provide depthless fluff and pretentious garbage with no real substance.

You could also target attributes of a competitor, attributes of our society or even the giants of your industry. Our fast-paced society, our achievement-oriented society, our image-oriented society.

Stone Brewing is a brand that uses this strategy to get their message across loud and clear. Upon launching in 1996, the craft beer brand was found to be too intense by the majority of people who tasted it. Rather than change the beer, they changed the branding. They build an iconoclastic image that poked fun at sheep-like consumerism and taste. Their enemy: mediocrity, commercialism and the industry giants; Budweiser and Coors. All the attributes of the Rebel archetype.

STEP 6 - YOUR BRAND PROMISE

A brand promise is the value or experience your customers can expect to receive every single time they interact with your brand. Customers are more likely to choose a brand that offers more value. Crafting a brand promise a great strategy to set expectations, generate excitement and create differentiation in your market.

MAKING BRAND DECISIONS

Uncovering your brand archetype can help you express your brand in a way that is consistent, true and uniquely ownable. Your archetype will provide direction and help you make a range of decisions about how your brand is expressed.

For example, if you know your brand is an Explorer, you can use an adventurous tone of voice, use natural settings in your imagery, select a rugged font or hire employees that are energetic and enthusiastic.

UNITING YOUR AUDIENCE UNDER A COMMON SET OF BELIEFS

Brands have the power to unify. As Brian Collins stated: “As the world becomes more and more divided, the more we need to see that we have things in common—that we share things (Brand Thinking and Other Noble Pursuits, Debbie Millman).”

When you unite your audience under a common set of beliefs, opinions, values and goals—you become so much bigger than your product or service. It’s powerful stuff.

It says we’re the same. We’re in this together. It says we have a soul. We have values. We have beliefs. We have opinions. We have goals—and they’re just like yours. We want the same thing. We’re on the same journey. We’re going in the same direction and we want to help you get there.

UP NEXT

In the final chapter we are going to wrap it all up and craft your core messages, so you’ll never be confused with what to say ever again.

WHICH BRAND ARCHETYPE ARE YOU?

HOW DO YOU WANT YOUR CUSTOMERS TO FEEL?

☐

A - SAFE, HAPPY, POSITIVE, OPTIMISTIC, HUMBLE, WHOLESOME

☐

B - FREEDOM, ADVENTUROUS, EXCITEMENT, DISCOVERY, FEARLESS, LIBERATED

☐

C - WISE, INTELLIGENT, INFORMED, KNOWLEDGEABLE, ASSURED, GUIDED, ENLIGHTENED

☐

D - STRONG, POWERFUL, HEROIC, BRAVE, CONFIDENT, VICTORIOUS, DETERMINED

☐

E - DISRUPTIVE, LIBERATED, REBELLIOUS, INDEPENDENT, COMBATIVE, REVENGE

☐

F - TRANSFORMED, POWERFUL, MAGICAL, EMPOWERED, WOWED, INSPIRED

☐

G - CONNECTED, INCLUDED, ACCEPTED, HUMBLE, AUTHENTIC

☐

H - BEAUTIFUL, SENSUAL, INDULGENT, LOVED, GLAMOUROUS, ATTRACTIVE, ELEGANT

☐

J - EXCITED, ENTERTAINED, PLAYFUL, HAPPY

☐

K - SUPPORTED, NURTURED, RECOGNISED, REASSURED, USEFUL

☐

L - INSPIRED, UNIQUE, CREATIVE, ORIGINAL, INNOVATIVE, ARTISTIC, IMAGINATIVE

☐

M - POWERFUL, SUPERIOR, PROSPEROUS, WEALTHY, SUCCESSFUL

WHAT DO YOUR CUSTOMERS VALUE?

☐

A - SIMPLICITY, HONESTY, INTEGRITY, MORALITY, HARMONY, PEACE, PURITY

☐

B - DISCOVERY, FREEDOM, ADVENTURE, THE UNKNOWN, LIBERATION, EXPLORATION

☐

C - WISDOM, INTELLIGENCE, EXPERTISE, INFORMATION, INFLUENCE OR THE TRUTH

☐

D - BRAVERY, GROWTH, STRENGTH, COURAGE, COMMITMENT, ACHIEVEMENT, VICTORY

☐

E - AUDACITY, CHANGE, DISRUPTION, UNCONVENTIONAL THINKING, OUTRAGEOUSNESS

☐

F - EVOLUTION, CHANGE, VISION, KNOWLEDGE, THE EXTRAORDINARY OR SUPERNATURAL

☐

G - COMMUNITY, FAMILY, EQUALITY, FRIENDSHIP, SOCIAL CONNECTION

☐

H - BEAUTY, SENSUALITY, INDULGENCE, AFFECTION, LOVE, CLOSENESS, RELATIONSHIPS

☐

J - LIVING IN THE MOMENT, LAUGHTER, ENJOYMENT, HAPPINESS, HUMOUR

☐

K - GENEROSITY, SECURITY, COMPASSION, BEING OF SERVICE, CONTRIBUTING

☐

L - UNIQUENESS, ORIGINALITY, SELF-EXPRESSION, INNOVATION, CREATION, IMAGINATION

☐

M - EXCELLENCE, POWER, STATUS, WEALTH, SUCCESS

YOUR BRAND PERSONALITY IS?

☐

A - OPTIMISTIC, PURE, SIMPLE, HOPEFUL, HAPPY, WHOLESOME

☐

B - RESOURCEFUL, ADVENTUROUS, DARING, FEARLESS, BOLD

☐

C - WISE, ANALYTICAL, KNOWLEDGEABLE, INTELLIGENT, SOPHISTICATED

☐

D - DRIVEN, SELF-DISCIPLINED, FOCUSED, DETERMINED

☐

E - BOLD, UNINHIBITED OR SHOCKING

☐

F - INSIGHTFUL, MYSTERIOUS, INSPIRING

☐

G - APPROACHABLE, FRIENDLY, TRUSTWORTHY

☐

H - PASSIONATE, DIVINE, INDULGENT, SEDUCTIVE OR SENSUAL

☐

J - PLAYFUL, ENTERTAINING, LOUD, ENERGETIC, HUMOROUS, FUN LOVING, WITTY

☐

K - GENEROUS, CONSIDERATE, CARING, NURTURING, HELPFUL

☐

L - CREATIVE, UNIQUE, ORIGINAL OR IMAGINATIVE

☐

M - REFINED, INFLUENTIAL, POLISHED, STRUCTURED, SOPHISTICATED

YOUR BRAND'S GOAL IS TO?

☐

A - GET BACK TO BASICS OR KEEP THINGS NATURAL

☐

B - HELP CREATE MORE FREEDOM FOR YOU AND YOUR CUSTOMERS

☐

C - FIND AND SHARE THE TRUTH

☐

D - MOTIVATE OTHERS TO BE BETTER

☐

E - ADVOCATE FOR A DIFFERENT WAY OF THINKING

☐

F - TRANSFORM PEOPLE'S LIVES

☐

G - HELP PEOPLE FEEL LIKE THEY BELONG AND BUILD A COMMUNITY

☐

H - HELP OTHERS ENJOY LIFE PASSIONATELY

☐

J - HELP PEOPLE ENJOY LIFE

☐

K - HELP AS MANY PEOPLE AS POSSIBLE

☐

L - PEOPLE CREATE SOMETHING NEW OR IMAGINATIVE

☐

M - HELP PEOPLE ACHIEVE SUCCESS AND INFLUENCE

YOUR TONE OF VOICE IS?

☐

A - OPTIMISTIC, SIMPLE, HOPEFUL, POSITIVE, GENTLE, KIND

☐

B - FEARLESS, ADVENTUROUS, DARING, EXCITING, ENTHUSIASTIC, ENERGETIC

☐

C - FACTUAL, KNOWLEDGEABLE, GUIDING, EXTENSIVE VOCABULARY, SPEAKS WITH AUTHORITY

☐

D - HONEST, CANDID, STRONG, MOTIVATING, ENCOURAGING, EMPOWERING, FAST-PACED

☐

E - PROVOCATIVE, DISRUPTIVE, REBELLIOUS, CHALLENGING, OUTSPOKEN, AUDACIOUS

☐

F - ASPIRATIONAL, TRANSFORMATIVE, MYSTICAL, VISIONARY, EMPOWERING, INSPIRING

☐

G - FRIENDLY, HUMBLE, LAID BACK, STRAIGHT SHOOTING, UNPRETENTIOUS

☐

H - SENSUAL, SOOTHING, PASSIONATE, SEDUCTIVE, ENTICING, DESIRABLE, LOVABLE, SULTRY

☐

J - FUN LOVING, PLAYFUL, ENERGETIC, LOUD, ENTERTAINING, HUMOROUS, AMUSING

☐

K - WARM, CARING, KIND, REASSURING, GENTLE, NURTURING, GENEROUS

☐

L - INSPIRATIONAL, DARING, EXPRESSIVE, UNIQUE, POETIC, PROVOCATIVE

☐

M - COMMANDING, REFINED, POLISHED, ARTICULATE, STRUCTURED, SPEAKS WITH AUTHORITY

YOUR PRODUCT / SERVICE...

☐

A - PROVIDES A RELATIVELY SIMPLE ANSWER TO AN IDENTIFIABLE PROBLEM

☐

B - HELPS PEOPLE FEEL FREE, IS NONCONFORMIST OR PIONEERING IN SOME WAY

☐

C - ENCOURAGES CUSTOMERS TO THINK & PROVIDES EXPERTISE OR INFORMATION TO YOUR CUSTOMERS

☐

D - HELPS PEOPLE PERFORM AT THEIR MAXIMUM AND EMPOWERS PEOPLE TO BE THEIR BEST

☐

E - DISRUPTS THE STATUS QUO OR HELPS PEOPLE TO BREAK FREE FROM SOCIETY'S VALUES

☐

F - TRANSFORMS CONFUSION INTO CLARITY OR CREATES MAGICAL MOMENTS

☐

G - IS USED IN EVERYDAY LIFE

☐

H - IS ASSOCIATED WITH ROMANCE, BEAUTY OR SEXUALITY

☐

J - HELPS PEOPLE HAVE A GOOD TIME

☐

K - PROVIDES SUPPORT TO FAMILIES OR THE COMMUNITY

☐

L - ENCOURAGES SELF-EXPRESSION, PROMOTES INNOVATION OR IS ARTISTIC

☐

M - HELPS PEOPLE TO ENHANCE THEIR STATUS AND POWER & IS IN THE MODERATE TO HIGH PRICE RANGE

YOUR BRAND PROMISES?

☐

A - SIMPLICITY & PURITY

☐

B - AUTHENTICITY & FREEDOM

☐

C - WISDOM & KNOWLEDGE

☐

D - COURAGE, TRIUMPH & VICTORY

☐

E - REVOLUTION & LIBERATION

☐

F - KNOWLEDGE & TRANSFORMATION

☐

G - BELONGING & EQUALITY

☐

H - LOVE, BEAUTY OR PASSION

☐

J - FUN & ENTERTAINMENT

☐

K - COMPASSION, SUPPORT & RECOGNITION

☐

L - INNOVATION, AUTHENTICITY OR ORIGINALITY

☐

M - POWER, STATUS & CONTROL

YOU'RE BRAINSTORMING A TAGLINE FOR YOUR BRAND, WHICH IS THE MOST APPROPRIATE?

☐

A - THE WORLD AS IT SHOULD BE

☐

B - FORGING THE PATH AHEAD

☐

C - KNOWLEDGE IS POWER

☐

D - SAVING THE DAY

☐

E - SOME ASK WHY. WE ASK 'WHY NOT?'

☐

F - TRANSFORMING LIVES

☐

G - THE REAL DEAL - FOR REAL PEOPLE

☐

H - HEART TO HEART

☐

J - THE WORLD IS YOUR PLAYGROUND

☐

K - MAKING OUR COMMUNITY A SAFER PLACE

☐

L - WHERE IMAGINATION IS THE ONLY LIMIT

☐M - NUMBER ONE. PERIOD

WHO IS YOUR ENEMY?

☐

A - THE GLOOMY, THE NEGATIVE OR OUR ACHIEVEMENT-ORIENTATED CULTURE

☐

B - MODERN SOCIETY, THE RAT RACE, CONFORMITY, THE OFFICE

☐

C - PEOPLE WHO MISUSE THEIR KNOWLEDGE OR POWER

☐

D - THE WEAK, LOSERS, COWARDS & THE SOFA

☐

E - CONFORMITY, STATUS QUO, THE MAINSTREAM OR OBEDIENT

☐

F - THE SHALLOW, DEPTHLESS, PRETENTIOUS

☐

G - THE ELITISTS, EXCLUSIVITY, LUXURY, AIRS & GRACES

☐

H - THE COLD-BLOODED, UNEMOTIONAL OR HEARTLESS & OUR COLD IMPERSONAL WORLD

☐

J - THE PARTY-POOPERS, PEOPLE WHO TAKE LIFE TOO SERIOUSLY & LACK HUMOUR

☐

K - THE SELFISH, GREEDY, UNGRATEFUL OR SELF-INDULGENT ATTITUDES

☐

L - THE FAKE, UNORIGINAL, VANILLA OR INAUTHENTIC

☐

M - THE IRRESPONSIBLE, LOOSE-CANNONS OR WILD & UNSTABLE

ANSWERS

COUNT UP HOW MANY YOU HAVE AND CIRCLE THE TOP 2 THAT YOU HAD MOST OF:

MOSTLY A'S THE INNOCENT

MOSTLY B'S THE EXPLORER

MOSTLY C'S THE SAGE

MOSTLY D'S THE HERO

MOSTLY E'S THE REBEL

MOSTLY F'S THE MAGICIAN

MOSTLY G'S THE EVERYMAN

MOSTLY H'S THE LOVER

MOSTLY J'S THE ENTERTAINER

MOSTLY K'S THE CAREGIVER

MOSTLY L'S THE CREATOR

MOSTLY M'S THE RULER

CHAPTER 10 / CORE MESSAGES

PUTTING IT ALL TOGETHER

“Repetition is the mother of learning, the father of action, which makes it the architect of accomplishment.” — Zig Ziglar

Now that you have completed all the exercises, you have all the information you need to craft your core messages. What are core messages? Core messages are specific messages you want your audience to remember. Messages combined into one snappy sentence.

In the mind of your audience you get to be one thing. If you only have a snapshot in time to communicate to your audience, what messages would you want them to remember about your brand? It's about telling one clear, consistent story. Repeated over time.

CRAFTING YOUR CORE MESSAGES

WORKBOOK: EXERCISE 10.1

First of all, let's refresh. Take all the information from your exercises and add them to your brand strategy poster. Go back through the exercises and see if you can combine the information into clear simple statements. You may have already started this in the previous chapter. There is a wealth of information in your brand archetype that can easily be transformed into core messages.

If you need some inspiration take a look at The Ordinary from Chapter 6. Their core messages are a combination of their values, vision, mission and personality, combined into several snappy sentences: Clinical formulations with integrity, Beauty doesn't rinse off, Kindness is stronger than power, Luxury doesn't make anyone beautiful.

COPYWRITING

So where do you use these core messages? Everywhere! Copywriting is the language that you use to communicate something. It's your copy that often determines whether or not your audience pays attention to your business, especially when you just starting out. Businesses use copywriting everywhere. Slogans, taglines, web copy, social media copy, blog posts, email subject lines, headlines for articles, content for articles, customer service emails, autoresponder sequences, social media updates, sales pages, video, home page, about page, button copy, calls to action. Good copy is one of the biggest secrets to success.

LANGUAGE & TONE OF VOICE

Your language and brand voice are an extension of your personality. Tone of voice has always been important but in today's content driven era, it's importance has been magnified.

It's about what you say and how you say it. How you speak to your audience through the written word. It guides how you write over all your communication.

Tone of voice is important as it gives your brand character and identity. It makes you familiar and unique. It helps to build trust and credibility with your audience. All of this comes together to form the personality of your brand.

As people we use different language and tone with different people. The way you speak to your grandmother is very different to the way you speak to your husband. If you reversed the communication and spoke to your husband the way you speak to your grandmother, you won't resonate with them...and it would be a little weird.

If you brand wanted to appeal to 18 to 24 year old male surfers, the formality and energy of your language would be very different if your audience was 35 to 50 year old female lawyers.

Branding at its core is all about making a connection and being remembered. Start with your audience and ask yourself - How does your audience talk? Where are they from? Do they have an accent? What tone do they use? Do they use a specific language set? Do they use slang? Are they highly articulate or informal?

We've already covered the basics in the previous chapter. Under each individual archetype is a section for Brand Voice. Identify the vocabulary that your brand will use keeping the desires your brand is evoking in mind. Expand your vocabulary with synonyms and capture this in your brand guidelines. Apply your vocabulary, opinions, attitudes and tone of voice to all of your brand communication.

When it comes to controlling your tone of voice, this is where small business has an advantage. As there's usually only one or two people creating the content. So it's much easier to have a consistency of tone. With a larger business you may have numerous people creating content on different platforms.

CONSISTENCY + REPETITION = TRUST

As people we don't remember much. We don't remember what we saw, what we read or what we did. But we do remember what we practice. We remember what we see over and over and over again.

Don't go changing your story, core messages or brand because your bored with them. Chances are your audience isn't. Here's a famous quote from Jay Levinson: "Don't change your ads when you're tired of them. Don't change them when your employees are tired of them. Don't even change them when your friends are tired of them. Change them when your accountant is tired of them." People associate frequency with trust. If you quit before building frequency, you've got no chance of building trust. Brand consistency is part of building trust.

When you're getting to know a person, you start to develop opinions, ideas and assumptions about them based on what they look like and how they talk. If they're dressed in a suit and tie one day, a hippie ensemble the next and a biker outfit another time, it may be hard to nail down exactly who they are and what they are all about. Now imagine that you plan on doing business with this person. Wouldn't you be concerned about their consistency in their work based on their inconsistent appearance? You may think twice before bringing them into your business because they're unpredictable. If you aren't careful, your customers can feel the same about your brand. If your social media voice is whimsical and silly but your product packaging is sterile and plain, you're sending mixed signals that will confuse consumers and leave them feeling like your brand can't be trusted.

Developing a seamless look for your brand across your website, all social media channels, even in your store and on your product packaging will make consumers feel more comfortable with your brand, and will make them more likely to purchase from you again. Use the same fonts, colours, imagery and visual treatment.

Apple is the king of consistency. Since Steve Jobs came back into the fold in 1997, Apple changed its trajectory. Everything was simplified. The purpose, vision, mission, values, personality, language, tone of voice, core message and brand identity were aligned through simplicity.

Use consistency to build trust with your audience. And repeat, repeat and repeat!

BRAND GUIDELINES ARE YOUR BIBLE

Brand what? Brand Guidelines (aka Brand Style Guide) are kind of like a rulebook for your brand. They allow you to seamlessly implement your branding across all aspects of your business.

If you've taken the time to put together your brand guidelines, ensure that they are adhered to. Applying visual elements that look way on your website and a different way on your social media or business card causes confusion, which leads to distrust.

The key to brand expression is alignment and consistency. Brand guidelines will ensure you and your team create a consistent brand across all touch points.

OVER TO YOU!

You made it! You've reached the end. Now have a stack full of strategies that you can implement to start crafting your dream brand today. Don't be overwhelmed, you don't have to use all of them. Not everything will resonate.

Now that you have your brand strategy you can now move onto the design phase and start designing your visual brand identity. Be sure to give your brand strategy to your designer before you begin. This will ensure that you are both on the same page.

I hope you found this guide and process helpful and I can't wait to see what you create!

WORD LIST

THE INNOCENT	THE EVERYMAN	THE HERO
HAPPY	BELONG	MASTERY
SIMPLE	CONNECTION	COURAGE
HONESTY	TOGETHER	GROWTH
POSITIVE	EQUALITY	DEVELOPMENT
HARMONY	FELLOWSHIP	DISCIPLINE
INTEGRITY	INCLUSION	GRIT
PEACE	HONEST	DETERMINATION
FAITH	REALISTIC	FOCUS
OPTIMISM	OPEN	ACHIEVEMENT
IDEALISTIC	FRIENDLY	CHALLENGE
HOPEFUL	HUMBLE	HONEST
WHOLESOME	UNPRETENTIOUS	BRAVE
HUMBLE	HARD WORKING	PROUD
TRUSTWORTHY	DOWN-TO-EARTH	COMPETITIVE
PURE	COMMUNITY	EMPOWER
NATURAL	FAMILY	MOTIVATE
HAPPY-GO-LUCKY	HARMONY	STRENGTH
SILVER LINING	LAIK BACK	BETTER
	DEPENDABILITY	MOTIVATE
	FRIENDSHIP	TRIUMPH
	RELAX	VICTORY
		OUTWORK
		RISE TO THE TOP
		DRIVEN

THE CAREGIVER	THE EXPLORER	THE REBEL
SUPPORT	FREEDOM	REVOLUTION
HELP	ADVENTURE	SHOCK
SERVICE	EXPLORATION	LIBERATE
RECOGNITION	THE UNKNOWN	CHANGE
GRATITUDE	DISCOVERY	INDEPENDENT
PROTECTION	LIBERATION	REVENGE
NURTURE	EXCITING	SHAKE UP
CARE	PIONEERING	REBELLION
COMPASSION	SENSE OF WONDER	RADICAL
GENEROSITY	JOURNEY	OUTRAGEOUS
SECURITY	ESCAPE	FREEDOM
TRUST	EXPERIENCE	UNCONVENTIONAL
WARM	FEARLESS	DISRUPT
KIND	DARING	ALTERNATIVE
HUMBLE	ENERGETIC	ATTITUDE
GENEROSITY	ENTHUSIASTIC	BOLD
BENEVOLENT	AUTHENTICITY	UNINHIBITED
REWARD	BREAK-FREE	AUDACIOUS
		PREVOKE
		STAND OUT

THE LOVER	THE CREATOR	THE ENTERTAINER
LOVE	CREATION	PLEASURE
INTIMATE	ORIGINAL	EXPERIENCE
SENSUAL	EXPRESSION	FUN
CLOSENESS	VISION	HAPPY
INDULGENCE	IMAGINATION	LAUGHTER
AFFECTION	INNOVATION	TOGETHER
ATTRACTION	INSPIRATION	POSITIVE
PASSION	DARING	UPLIFTING
DESIRE	POETIC	JOY
GRATITUDE	UNIQUE	HUMOUR
COMMITMENT	AUTHENTIC	PLAYFUL
APPRECIATION	ARTISTRY	GOOD-TIMES
BEAUTY	CREATIVE	OPTIMISM
SOOTHE	INDIVIDUALITY	LOUD
SEDUCE	EXCEPTIONAL	WITTY
ENTICE	ENDURING	ENTERTAINMENT
ALLURE	IDEAS	EXCITE
STYLE	FANTASY	AMUSE
GODDESS	CRAFTSMANSHIP	ENJOYMENT
		SILLY
		PERSONALITY
		JOKE

THE SAGE	THE MAGICIAN	THE RULER
WISDOM	MAGICAL	POWER
INTELLIGENCE	TRANSFORM	CONTROL
TRUTH	EXTRAORDINARY	PROSPERITY
CURIOSITY	POWER	STATUS
EXPERT	KNOWLEDGE	WEALTH
ANALYSIS	BELIEF	PREDICTABLE
TEACH	DISCOVER	RESPONSIBILITY
UNDERSTAND	VISION	LEADERSHIP
KNOWLEDGE	DREAMS	STANDARDS
GUIDED	EMPOWER	SECURITY
SOPHISTICATED	INSPIRE	DOMINATE
BRILLIANCE	MYSTICAL	INFLUENCE
INFORMATION	KNOWLEDGE	SUPERIOR
GURU	UNBELIEVABLE	SUCCESS
MENTOR	INSIGHT	EXCELLENCE
IN THE KNOW	LUMINARY	ACHIEVEMENT
	ESSENCE	REWARD
	ABUNDANCE	COMMAND
	DIVINE	STRUCTURE
	CATALYST	AUTHORITY
	EVOLVE	LUXURY
	ALCHEMY	HIGH-END
		REFINED

REFERENCES

FEATURED BRANDS

Dine

www.dine.com.au

Drybar

www.thedrybar.com

Flash Pack

www.flashpack.com

Jason Silver - Dating Coach

[www.youtube.com/channel/
UCLmWAye6mr1joOByneQBzTg](http://www.youtube.com/channel/UCLmWAye6mr1joOByneQBzTg)

Lorna Jane

www.lornajane.com.au

Marie Forleo

www.marieforleo.com/how-we-roll/

Sister Scout Studio

www.sisterscout.studio

Starbucks

www.starbucks.com

Stone Brewing

www.stonebrewing.com

The Ordinary

deciem.com/brand/the-ordinary

Viking Cruises

[www.vikingcruises.com.au/oceans/why-viking/viking-
difference/viking-difference-wwin.html](http://www.vikingcruises.com.au/oceans/why-viking/viking-difference/viking-difference-wwin.html)

FEATURED BOOKS

“Brand Thinking and Other Noble Pursuits” by Debbie Millman

“Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant”
by W.Chan and Renee Mauborgne

“Start with Why: How Great Leaders Inspire Everyone to Take Action” by Simon Sinek

“This is Marketing: You Can’t be Seen Until You Learn to See”
by Seth Godin

FEATURED VIDEOS

“How great leaders inspire action”
Simon Sinek TED Talk
<https://www.youtube.com/watch?v=qpoHIF3Sfl4>

“Dine 2017 Ad”
Dine TVC
<https://www.youtube.com/watch?v=2oUU1hKAX3k>

NOTES

[illegible]

TRANSFORMING ORDINARY BRANDS
INTO *extraordinary* BRANDS.

createhers