



# Branding & Strategy Workbook



# a quick introduction –

By understanding your motivation, you will align your objective with your ideal client.

By researching your target audience, you will understand their needs and interests.

Understanding your audience and how you reach them ensures that you position your brand to meet your target client needs.



# Who are you?

Help me tell your story.

Who are you?

Core Principles or Values

Vision

Mission Statement

*A mission is an ideal description of what you want to accomplish in the years ahead. A mission is both achievable and measurable.*

Core Purpose

The Big Hairy Measurable Goal

What is your story?

5 Words that describe your work

# Who is your client?

Help me understand your client.

Who do you serve?

What problem are you solving?

*How your product/service transforms their  
lives for the better*

Who is your ideal client?

What is their story?

What is their motivation?

What do they value?

# Buyers Persona

Brands need to adapt to a human persona. Creating a visual/inspiring/informative online presence will captivate a follower. By considering your buyers personas, you will determine what content will attract your ideal clients.

## 3-10 Profiles of Ideal Clients

*Think of an existing customer who's a perfect fit for your business. Build your customer avatar around this person.*

### Demographics

Where do they live?

What is their income?

Hobbies/Interests

What are their goals?

What are their challenges?

*What are they moving away from?*

Who does an ideal client interact with?

Favourite Brands

Favourite websites

Favourite shows

Trigger words

*Consistent wording/messaging/keywords*

# Who is your competition?

Help me understand who your competitor is and what sets you apart.

Who are your competitors?

What is their story?

Who do they serve?

What do your competitors do that you like?

How will you help your followers?



# Who is your brand?

What do you want to show the world?

Describe your brand

3 Instagram accounts that you like

What makes your brand unique?

What does your brand sound like?

*Use adjectives like Modern, Bold, Friendly,  
Professional, Playful, etc.*

What should your brand look like?

What should your brand feel like?



Thank  
You –