

WORKBOOK

BRAND STRATEGY.



CLIENT NAME :

SMITH & SONS

PROJECT TYPE :

STRATEGY & DISCOVERY

DATE :

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FINDING YOUR BRAND'S
CORE.





WHY DO I NEED BRAND STRATEGY IN THE FIRST PLACE?

Brand strategy will help you clarify why your business exists in the first place in addition to what you do and how you do it. All this will help you lay groundwork on how you want to communicate with your audience and what kind of people you want to attract as clients. Brand strategy will also help you understand your customers and what they really care about - allowing you to deliver more value!



Brand Strategy is the legwork that needs to be done in order to build the most efficient deliverables (all the visual stuff & messaging - logo, website, marketing copy etc) that resonates with your audience and sets you apart from the competition. Focusing too much on the deliverables before focusing on the strategy is like putting a cart before the horse. Once you have the strategy in place then all of the visuals and content will be driven by strategic purpose and meaning, rather than just arbitrary personal preferences that can change over time.

WHY

WHAT YOU WILL
DO AND LEARN

WHAT



01

Brand Positioning & Purpose

You'll write down the reason you started your business in the first place. This will help you put in place a north star to strive towards and keep you motivated.

02

Brand Mission & Vision

Your mission and vision will help you stay on the right track when building your business. They will also help you align yourself with the needs of your customers.

03

Setting Goals for Your Brand

Setting goals is important! The workbook will help you prioritize what's important and what's not. This way you'll also see your progress which is motivating!

04

Get Clarity

Overall the purpose of this workbook is to help you get clarity around your business and help you build a coherent brand that matches your clients needs and expectations.

AND MORE!

POSITIONING

WHAT	What is it that your brand does?	01
OFFERINGS	What specific products / services do you offer?	02
PODS	What are your biggest points of difference?	03
PILLARS	What are the key themes that you talk to your audience about?	04

The best way to think about your brand is that it's basically a reputation you have with your clients and the impression you leave to people who have not done business with you but have run across you - either on social media, your own website or through friends etc. And your brand story is something that will have key role to play in all this!

Brand story is something that makes you unique - it encompasses why you started your business in the first place, what kind of process do you follow that's unique to you and how you're like your ideal customer you're trying to attract.

When you're running a business, especially when you're a little operation, you will want to put some YOU into your brand story. This can be a little story on how you got started - how you quit your job and did not know where to start and then dedicated yourself to your craft for a few years and gradually started seeing some progress. Also the things you've learned along the way and the mistakes you've made. Anything that will make you more relatable!

TOP 3 TIPS

01 Be Relatable

02 Be Inspirational

03 Be Helpful

BRAND STORY

Writing your brand story doesn't have to be hard. Tell it like it is and fill in the who, what, how, and why for your audience. Who are you and what's your background? What was the catalyst for your business? Why did you feel compelled to see it through? How did you do it and what challenges did you overcome along the way? The biggest key to success is just to be honest.

01 How and why did you finally decide to start your business?

02 What was the most difficult thing about your journey/coming up with your product or service and how did you overcome the struggles?

03 What is your brand purpose? Why should people buy from you instead of your competition?

TYPE 02 - EMOTIONAL STORY

BRAND MISSION

Your brand mission is a simple statement on why you do what you do. This helps you clarify why your business exists in the first place. Feel free to draw on some themes you wrote down in “Brand Purpose” & “Brand Goals” worksheets.

The mission statement is something you can use later on in your marketing and easily convey what you do and why you do it. Below is a list of some questions to take into consideration when drafting your own brand mission statement

- Why you do what you do?
- How you do what you do?
- What problem are you solving?
- Whose problem are you solving?
- Why are you different? (be honest)
- Who is your ideal client?
- What will be the metrics of success?

The brand's mission is...



This is where you can let loose your wildest dreams you have for your brand/business. Try to think what you want to achieve with the brand you're building and how it might look like in one/two years. The easiest way I have found to go about this is to think how you'd want your ideal workday look like - think of the things you'd love to do (coaching a client for example) and the things you don't fancy doing that much. Now you can imagine what your brand/business should look like to do more of what you love and less of what you actually don't want to do. Here you can also imagine what your financial goals would be like and how much you would have to sell (or increase prices and add more value) to reach it.

The brand's vision is...



BRAND VALUES

Brand values help you determine what's most important for your brand and thus set a north star to strive for. These also help you better align your brand with customers who hold similar values. Below you'll find a list of sample core values that you can use to get you on the right path. Select the ones that most resonate with what you do & why you do it.

AMBITION	EMPATHY	HONESTY	MODEST
ACCOUNTABLE	EQUALITY	HUMILITY	MOTIVATING
ADVENTURE	EMPOWERING	HOPE	OPTIMISM
APPROACHABLE	EXCITING	HUMOUR	ORGANIZATION
BELONGING	EXCELLENCE	HARD WORK	PASSION
BRAVERY	ENTHUSIASM	INSIGHT	PEACE
BALANCE	FITNESS	INSPIRATION	PATIENTCE
CHANGE	FAMILY	IMPACT	PLAYFULNESS
CONFIDENCE	FREEDOM	INTEGRITY	RELIABILITY
COMPASSION	FAITH	INNOVATION	REASON
CONNECTION	FIRMNESS	JOY	SELF-AWARENESS
CLARITY	FUN	JUSTICE	SPONTANEITY
DEDICATION	FRIENDSHIP	KINDNESS	SUSTAINABILITY
DIVERSITY	FOCUS	KNOWLEDGABLE	SUCCESS
DILIGENCE	GRATITUDE	LOYALTY	SIMPLICITY
DEVOTION	GREATNESS	LOVE	SUPPORT
DIRECTNESS	GROWTH	LOGIC	TRUST
DEPENDABLE	GUIDANCE	MASTERY	UNITY
DRIVE	GENEROSITY	MINDFUL	VISION

BRAND PEOPLE

Instead of focusing on a target audience in general, focus on imagining just one dream client. This helps you narrow down who you're actually targeting and makes it much easier to actually connect with these kind of people. Remember, by making yourself irrelevant for a lot of people, you're at the same time making yourself much more relevant to a very niche group of people who you atually want to connect and work with.

01. Name of the client:

02. Where does he/she live?

03. What websites does he/she visit?

04. What does he/she talk about?

05. Describe his/her personality

06. Where does he/she get her news/information? (What platforms etc. - be specific)

07. What does he/she want to achieve?

08. What problems can you help him/her solve?

BRAND PERSONALITY

Brand Personality determines how you speak to your potential customers in your messaging (social media channels, website etc). Finding the right voice helps you to connect with your audience and makes you more trustworthy. Below you can select a few keywords (and add your own) that will help you determine your brand voice. For example try to think if your brand is conveying confidence and authority or being simple and casual? Is it uplifting and motivational or down to earth?

Brand Character : ex. Confident , Playful, Creative, Passionate, Helpful, Diligent, Sassy, Witty, Inspiring

Brand Language : ex. Casual, Conversational, Funny, Formal, Professional , Simple, Authentic

The keytakeaway here is that when you're creating a social media post, adding a blog post or writing copy for your website - all of these will be seen by real people who will react based on what they read. If you have previously identified your ideal client then that's who you should be talking to! Try to use the words and phrases she/he uses to connect with him/her.

Do this when communicating with audience :
ex. Talk and write casually. Don't take yourself too seriously. You can be a professional without being uptight.

Avoid this when communicating with audience :
ex. Don't talk jargon. If you're audience does not understand what you're saying, there's no point in saying it!

BRAND TONE

Using the scales below, consider where your brand tone of voice falls. When you're writing for your brand you want it be in line with how you would speak to your followers and customers if you met them at a party. The goal is to build a relationship with them so that they know, like, and trust you. Consider these questions - What's your brand's personality? How do you want people to feel when they engage with your brand? What relationship do you want to have with your audience?

FUNNY		NEUTRAL						SERIOUS	
01	02	03	04	05	06	07	08	09	10
CASUAL		NEUTRAL						FORMAL	
01	02	03	04	05	06	07	08	09	10
IRREVERENT		NEUTRAL						RESPECTFUL	
01	02	03	04	05	06	07	08	09	10
DREAMY		NEUTRAL						STRAIGHT FORWARD	
01	02	03	04	05	06	07	08	09	10
SASSY		NEUTRAL						RESPECTFUL	
01	02	03	04	05	06	07	08	09	10

BRAND STYLE

Now taking into account all the previous worksheets, try to envision what your brand and brand touchpoints (website, social media items, logo etc.) will look like. There's no right answers, but keep in mind the insights about your purpose, ideal client, brand voice and try to align the visuals with what you wrote down previously.

	MODERN	FEMININE	PLAYFUL	ECONOMICAL	YOUTHFUL	ABSTRACT	MINIMAL
01							
02							
03							
04							
05							
06							
07							
08							
09							
10							
	CLASSIC	MASCULINE	SERIOUS	LUXURIOUS	MATURE	LITERAL	DECORATIVE

PART 01

BRAND STYLE

Below you'll find a list of keywords from where you'll select the ones you feel represent your brand the best. Remember that these keywords are what will inform the aesthetic and the feeling of the brand we are creating.

AESTHETIC	ECONOMIC	HAPPINESS	MODEST
AMBITITIOS	EDUCATIONAL	HUMILITY	MOTIVATING
ADVENTUROUS	ENERGETIC	HONORABLE	OPTIMISTIC
AFFECTIONATE	EMPOWERING	HOPEFUL	ORGANIZED
BEAUTIFUL	ENJOYMENT	HUMOROUS	PASSIONATE
BRAVE	ENTERTAINING	INSIGHTFUL	PEACEFUL
BALANCED	EXCELLENCE	INSPIRATIONAL	PATIENT
CASUAL	ENTHUSIASTIC	IMPACTFUL	PLAYFUL
COMFORT	FAMILY	INTIMATE	RELIABLE
CONFIDENT	FAITH	JOYFUL	REASONABLE
COMPASSIONATE	FIRMNESS	JOVIAL	SELF-AWARE
CONNECTION	FUN	KINDNESS	SASSY
CLARITY	FRIENDSHIP	KNOWLEDGABLE	SERIOUS
DEDICATION	FOCUS	LOYALTY	SIMPLE
DIVERSITY	GRATITUDE	LEADERSHIP	SILLY
DILIGENCE	GREATNESS	LOVEABLE	TRUST
DEVOTION	GROWTH	LOGICAL	VIBRANT
DIRECTNESS	GUIDANCE	MINDFUL	WHIMSICAL
DEPENDABLE	GENEROUS	MASTERFUL	WARM



THAT'S A WRAP!

Building a brand is a big step and I know you're excited to take it! This workbook is meant to serve as a tool to help you get your great ideas out of your head and down on paper. You may not have all of the answers at first. That's okay! This is your chance to reflect on what you want in your new brand. The aim is to clarify your vision so that you are better able to communicate it to others.

How you complete the questions is up to you. Work from front to back or jump around. Sometimes answering one question will help you find the answer to another. Completing your workbook may take time upfront but it will save you from frustrations in the long run. With your workbook in hand, you'll be equipped to bring to life your brand!

All done? Nice work! Your next step is to submit your workbook via email to jen@Jenamiller.co. Once received you will receive links to sign the docs that make this relationship IG offish and to schedule your collaborative strategic workshop session. Ready to do this?

Let's jam!

NEXT STEPS