

# Brand Strategy Workbook



A Workbook designed to help you understand your business, market, competition and how it all fits together.

leithal & co.  
*design*



## Meet your Co-pilot

Leith Hudson

I empower entrepreneurs using the power of story & behavioural science to craft bold and authentic branding. Ready to take your branding from confused to clarity?  
Let's get started!

Ahoy there Traveller, I'm Leith – code name Leithal. I'm a Mum of one, ex-real estate agent and fashion design graduate, turned branding and web designer - think of me as your co-pilot on your journey to reaching your branding destination.

As with any great trip, it'll unlock hidden parts of you. You'll arrive with a fresh perspective, seeing things differently.

You're the same, and yet transformed, all at once. Prepare for take off, next stop: **your branding destination.**

Yours in design,

Leith

# What to Expect from this Workbook

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## ✓ Analyse brand purpose

Calibrate your brand compass and reconnect with 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.

## ✓ Setting brand values

Knowing your brand values underpins every aspect of your business, helping to guide and align yourself with the right clients. Values also help shape how your brands' visual identity.

## ✓ Set goals for your brand

Setting long term and short term goals for your business is important! The workbook will help you prioritise what's important and what's not. This way you'll be able to monitor your progress and stay motivated!

## ✓ Get clarity!

Overall, the purpose of this workbook is to help you get clarity around your business and help you build a cohesive and magnetic brand that you can be proud of!

# Brand Purpose

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What inspires you about your business?

01

How are you helping your customers? What problems are you solving?

02

How is your brand/business different from your competition?

03

Who are the people you're aiming to help with your business?

04

# Brand Goals

Write down what you want to achieve with your brand/business. For you it could be things like building a community, developing new products or services (if so, what kind?), hitting a financial goal etc. Once you've landed on your goals, write down the steps you think you'll need to take to achieve them - don't worry about getting every detail right, these exercises are just guideposts that you can adjust throughout the process.

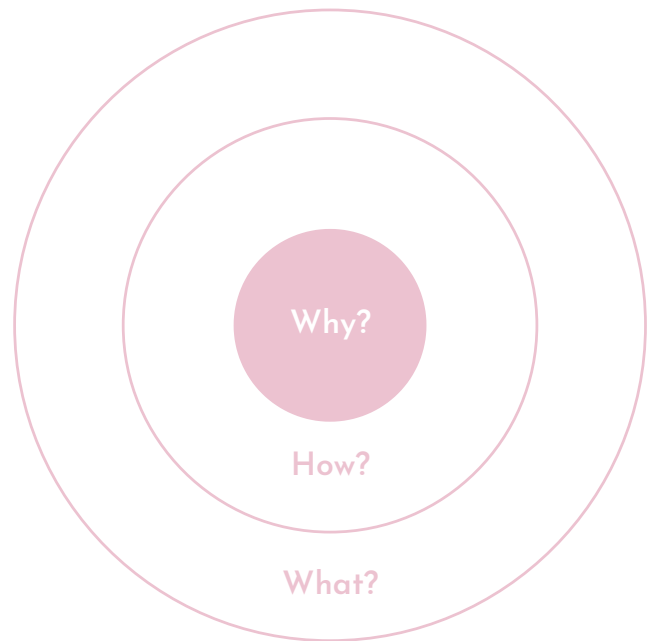
<p><b>My Vision or Goal 1:</b></p>	<p><b>Steps to Take:</b></p>
<p><b>My Vision or Goal 2:</b></p>	<p><b>Steps to Take:</b></p>
<p><b>My Vision or Goal 3:</b></p>	<p><b>Steps to Take:</b></p>

# The Golden Circle

This exercise comes from Simon Sinek's book '*Start with Why*'.

Your *Why* is the reason and motivation for your brand/business to exist (don't confuse this with a benefit, for example earning a six-figure income etc. - that's a result). The *why* is the cause you believe in, in short, your purpose.

The *How* is what makes you stand out from your competition - how you do things differently. And the *What* are the actual products or services your business sells and the problems you solve.



Why?
How?
What?

# Brand Mission

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Your brand mission is a simple statement on why you do what you do. Helping you clarify why your business exists in the first place. It can help to draw on some themes you wrote down in the *Brand Purpose & Goal* worksheets.

The mission statement is something you can draw on in your marketing to easily convey what you do, why and how you do it and who you do it for. Below are a list of some questions to take into consideration when drafting your brand mission statement.

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- 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 metric of your success?

Write your mission statement here:

# Brand Vision

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This is where you can let loose with your wildest dreams for your brand/business. Try to think about what you want to achieve with the brand you're building and what it might look like in the next year, five or even, ten years. The easiest way we've found to go about this is to think if you'd achieved everything you set out to with your business – what would that look like? How would you have impacted your clients/customer's lives?

Write your vision statement here:



# Dream Client

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Instead of focusing on an entire target audience, focus on imagining just one dream client as an individual. This helps narrow down who you're actually targeting and makes it much easier to connect with them, their specific wants, needs and pain points. Remember by making yourself irrelevant for a lot of people, you're at the same time making yourself far more relevant to a niche group of people, who will connect with your brand and actually convert into paying clients.

Name of your dream client:

Where does your dream client live?

What platforms does he/she use?

What websites does he/she use?

What kind of personality does she/he have?

What does he/she talk about?

What kind of problems does she/he have?

What does he/she want to achieve?

# Brand Voice

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Brand Voice is how you speak to your potential customers in your messaging (social media channels, website etc). Finding the right voice help connect with your audience makes you more trustworthy.

Below you can choose from the examples while adding your own to establish your brand voice. For example think whether your brand conveys confidence and authority, or is genuine and casual? Is it uplifting and motivational, or down to earth?

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## Brand Character:

eg. Confident , Playful, Creative, Passionate, Helpful, Diligent, Sassy, Witty, Freespirited, Inspiring

## Brand Language:

eg. Casual, Conversational, Funny, Formal, Professional, Genuine, Authentic

The key takeaway here is that when you're making a social media post, adding a blog post or creating 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 remain true to yourself as authenticity is magnetic and wherever appropriate, use the words and phrases he/she might use to increase your chance of connecting with him/her.

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## Do this when communicating with audience:

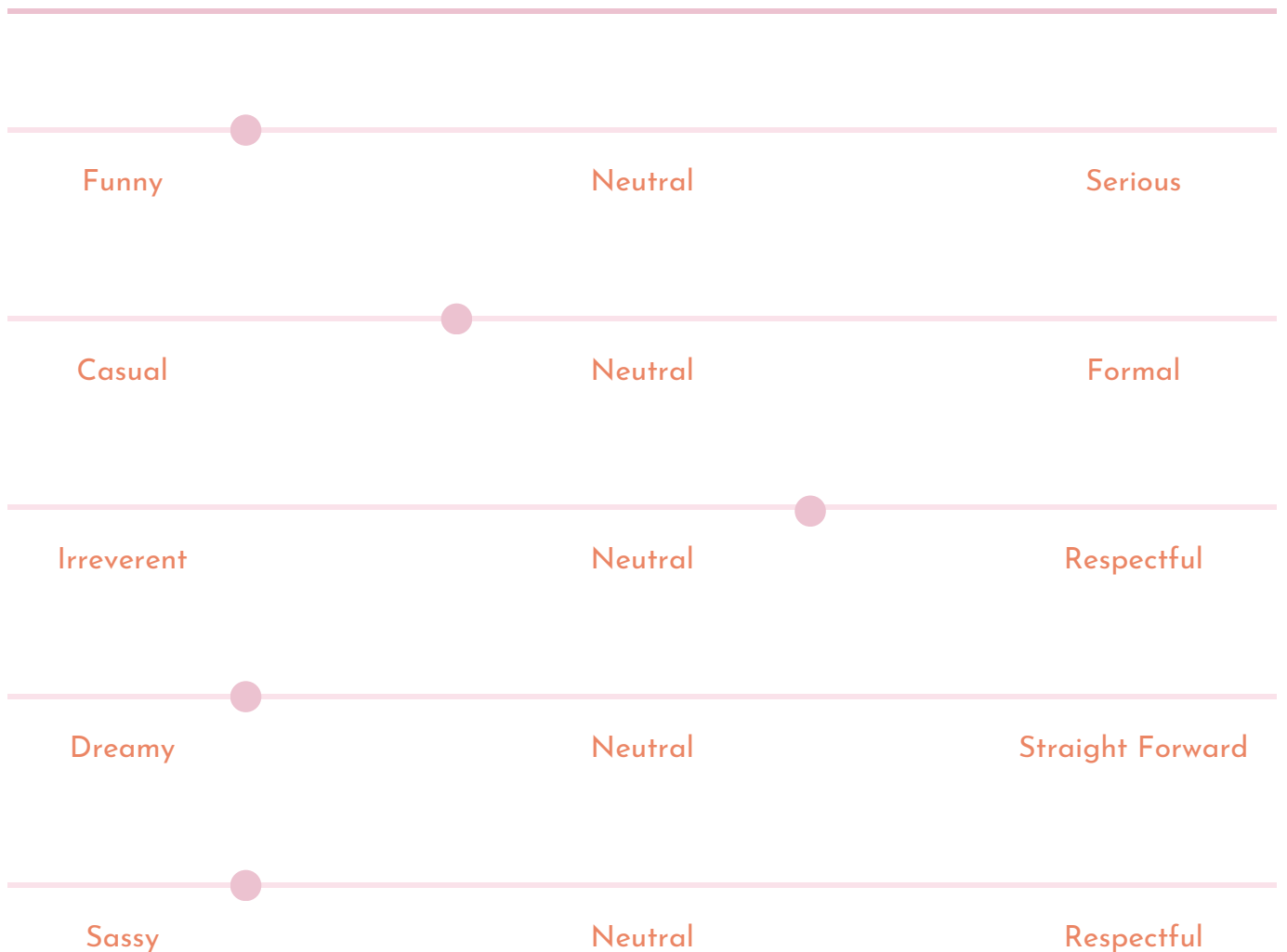
eg. Try to mirror the way you speak when generating copy for your business, a casual and conversational is engaging. Striking the right balance between entertaining, professional and relaxed is the key.

## Avoid this when communicating with audience:

eg. Don't talk jargon. While it's important to be informative, your best bet is to find away to meet your audience where they are. As if they don't understand what you're saying, you're likely to hear crickets!

# Brand Tone

Determine how you'd like to communicate with your clients, depending on your industry you may have more flexibility here. Always keep in mind your ideal customer! You can think of the brand tone as your brand personality. Try to align your brand tone with yourself and your ideal client. Otherwise, maintaining a style that isn't you and doesn't feel natural will feel tiresome and not be sustainable in the long term.



# Brand Style

Amazing work – you’re making huge strides in getting clear on your brand. Next take into account all the previous worksheets to try and envision how your brand and brand assets (website, social media items, logo etc.) should look. There’s no wrong answers, but it’s important to bare in mind the insights about your ideal client and brand voice, aligning the visuals with these brand foundations.

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Modern	●	Classic
Feminine	●	Masculine
Playful	●	Serious
Economical	●	Luxurious
Youthful	●	Mature
Abstract	●	Literal
Minimal	●	Decorative

# Brand Style

CONTINUED

Below we've compiled a list of attributes for you to select from. Choose the ones you feel best represent your brand. These keywords are what we will be striving to represent through your brand's aesthetic and the feeling you want to clients to feel when engaging with your brand.

Aesthetic	Economic	Humility	Motivating
Ambitious	Educational	Honourable	Optimistic
Adventurous	Energetic	Hopeful	Organized
Affectionate	Empowering	Humorous	Passionate
Beautiful	Enjoyment	Insightful	Peaceful
Brave	Entertaining	Inspirational	Patient
Balanced	Excellence	Impactful	Playful
Casual	Enthusiastic	Intimate	Reliable
Comfort	Family	Joyful	Reasonable
Confidence	Faith	Jovial	Self-Aware
Compassionate	Firmness	Kindness	Sassy
Connection	Fun	Knowledgeable	Serious
Clarity	Friendship	Legacy	Simple
Curiosity	Focus	Loyalty	Silly
Dedication	Gratitude	Leadership	Trust
Diversity	Greatness	Loveable	Vibrant
Diligence	Growth	Logical	Warmth
Devotion	Guidance	Masterful	Whimsical
Directness	Generous	Mindful	Wonder
Dependable	Happiness	Modest	

# Brand Values

Brand values help you determine what's most important for your brand, what you stand for. Identifying your values will help align your brand with customers who hold similar values.

Here's a list of core values for you to choose from – 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	Mindfulness	Vision

# Core Values

Highlight the top three values your brand stands for. You can choose to use values from the list, or add some of your own. Once you've chosen your values, think about how these values support your future clients and how you can demonstrate them in the day to day running of your business.

Value 1	How does it affect how you run your business:
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Value 2	How does it affect how you run your business:
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Value 3	How does it affect how you run your business:
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# Colour Psychology

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Here's where you'll start to see all of your efforts start to come into practice. Colours are one of the ways you can show off your brand style and values. Below you'll find a quick guide to simplify the process of picking the right colours for your brand.

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## Red

Red is stimulating and energetic. It has a physical effect on your body by raising your blood pressure.

## Purple

Purple is associated with royalty, luxury and spirituality. It's also a colour of ambition.

## Blue

Blue is the colour of security and intelligence. It's easy on the eye and calming. It's also the most popular colour of all for logo designs.

## Black

Black represents excellence and maturity. It also represent both luxury and class and goes well with light greys and pure white.

## Orange

Orange is an emotional colour usually associated with joy and happiness. It can also be associated with warmth and comfort.

## Green

Green is the colour of nature, growth and balance - thus it evokes an emotion of calm and tranquility. It's also a colour of healing.

## Light Blue

Turquoise light blue is a calming colour of healing and spiritual awakening. It's also the colour of protection.

## Grey

Grey lacks an emotional undertone, but is often used to convey luxury and elegance. Works well with other complementary colours.




# Brand Colors

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With these two questions, you'll be able to zero in on the most suitable colour palette for your brand. It's an important step as it draws on all the strategy work we've covered and marks the start of the design process.

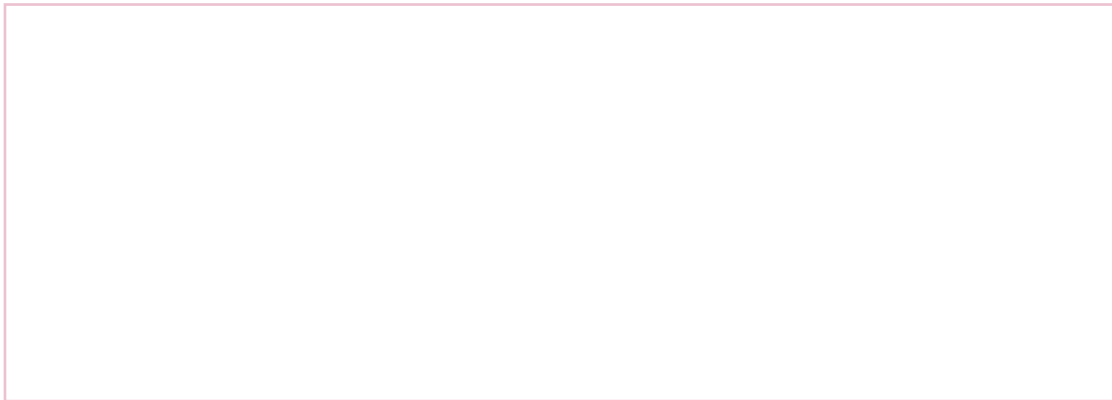
What feelings do you want your brand to evoke in your clients? You can refer back to the *Brand Style* worksheets.

01



Based on my brand purpose and style, what would be the best colours to convey what we stand for?

02



# Brand Typography

Typography plays a vital role in branding, communicating a lot about your brand. Let's narrow down which font types best represent your brand style and purpose. The first section is a little cheat sheet to follow to get a better understanding of what each style of fonts represents.

## Sans Serif

Sans serif fonts are modern and versatile. They create a sense of practicality, yet can at the same time be used for sophisticated brands (especially when tracking or spacing between letters is used).

Pairs with: Serif, Script & Display Fonts

## Script Fonts

Script fonts come in many categories and they can be both fun and easy going (brush script fonts), but also formal and elegant (handwritten fonts). Script fonts are great for headings, but not recommended for body copy.

Pairs with: Sans Serif & Serif Fonts

## Serif Fonts

Serif fonts are classic and timeless. They show off sophistication and class. These fonts are a great way to showcase your expertise and invoke a feeling of trust.

Pairs with: Sans Serif, Script & Display Fonts

## DISPLAY FONT

Display fonts are a great way to express your brand's uniqueness and personality. They're great for titles and for attention grabbing but they might become difficult to read at small font sizes.

Pairs with: Sans Serif & Serif Fonts

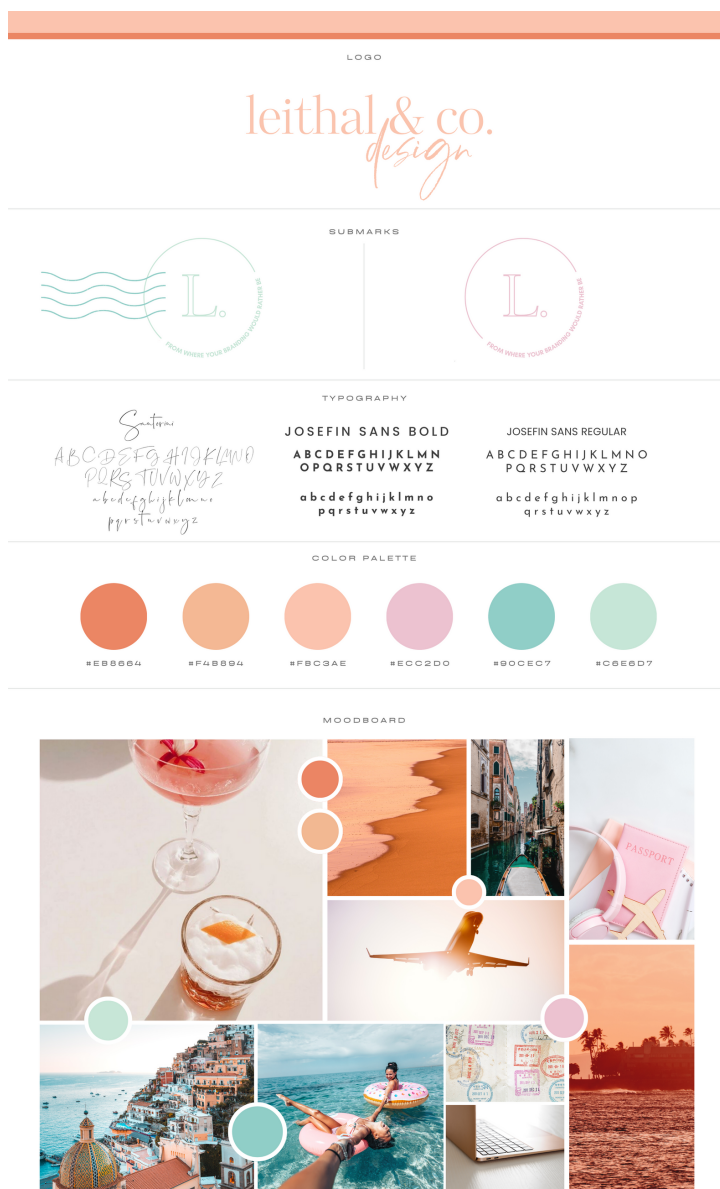
Based on my brand's style and tone, the best font styles to represent them are? Also, try to explain why you have chosen these font styles (what feeling you would like to evoke?)

# Brand Board

Here's where we'll get a feel for what kind of visuals you like for your brand. For this the best option is to jump onto Canva or Pinterest to create a board of the kind of styles, logos, textures, patterns, typography and colours you would like to see in your brand. When carrying out this exercise, please bare in mind all of hard work and the strategic worksheets you've completed and try to match the visuals with brand tone, voice etc.

You can either use your own Pinterest account to Pin all your inspiration on separate boards, or you can send me the links directly on my email – [leith@leithandco.com.au](mailto:leith@leithandco.com.au) along with an explanation of what you like from each design. (See our brand board below)

## Sample Moodboard - Leithal & Co. Design



# Brand Story

Your brand story is your secret sauce, the thing that makes working with you different to working with your competitors. It encompasses why you started your business in the first place, what kind of process you follow that's unique to you and vitally, how you understand and solve the pain points of your ideal clients.

Think of a story arch in which you're the Obi Wan Kanobi to their Luke Skywalker. With you as their side kick, you'll help them achieve their goals. This is one story in which there cannot be two main characters, as you both have opposing objectives. Allowing your client to 'win' within the context of your brand story, ultimately helps you win! A sure fire recipe for success is by making your story about your client and how you're the solution to alleviating the problem they're experiencing.

## 1. Be relatable

When you're running a business, especially when you're a start up, you'll want to put some of YOU into your brand story. This can be a some backstory on how you got started - how you quit your job and did not know where to start, dedicating yourself to your craft before 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!

## 2. Be inspirational

If you want to attract and engage likeminded people, don't just tell your story, encourage them to tell their own! This is where the first step of relatability, transforms into being inspirational. By telling your audience how you got started and what you've learned over the years, you'll speak directly to people who are in a similar situation right now and need the skillset you've acquired, helping you make a genuine and real human connection.

## 3. Be helpful

To make your brand story effective, demonstrate how you're helping people with their core problems (check back to the *Brand Purpose* and *Dream Client* sections regarding your ideal client's pain points). This helps your clients imagine what it would be like to work with you and how choosing not working with you could hurt them in the long run. For example, I've had many clients who've come to me with a logo design project, but at the time thought that the branding services I offer are too expensive, only to come back later after having lost valuable time and money on multiple failed attempts with cheaper options.

# Brand Story

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This is where you'll get to the heart of your brand and the story you'll be telling to your audience. The first brand story element should communicate a struggle you've experienced, how you overcame these struggles to start your business and ultimately, how you help solve your ideal client's problems.

**Where did you get started? How and why did you finally decide to start your business?  
What did you believe when you started the business?**

01

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

02

**Why is your product/service or delivery method different to others in your space and how does it solve your ideal client's pain points?**

03

# Brand Story

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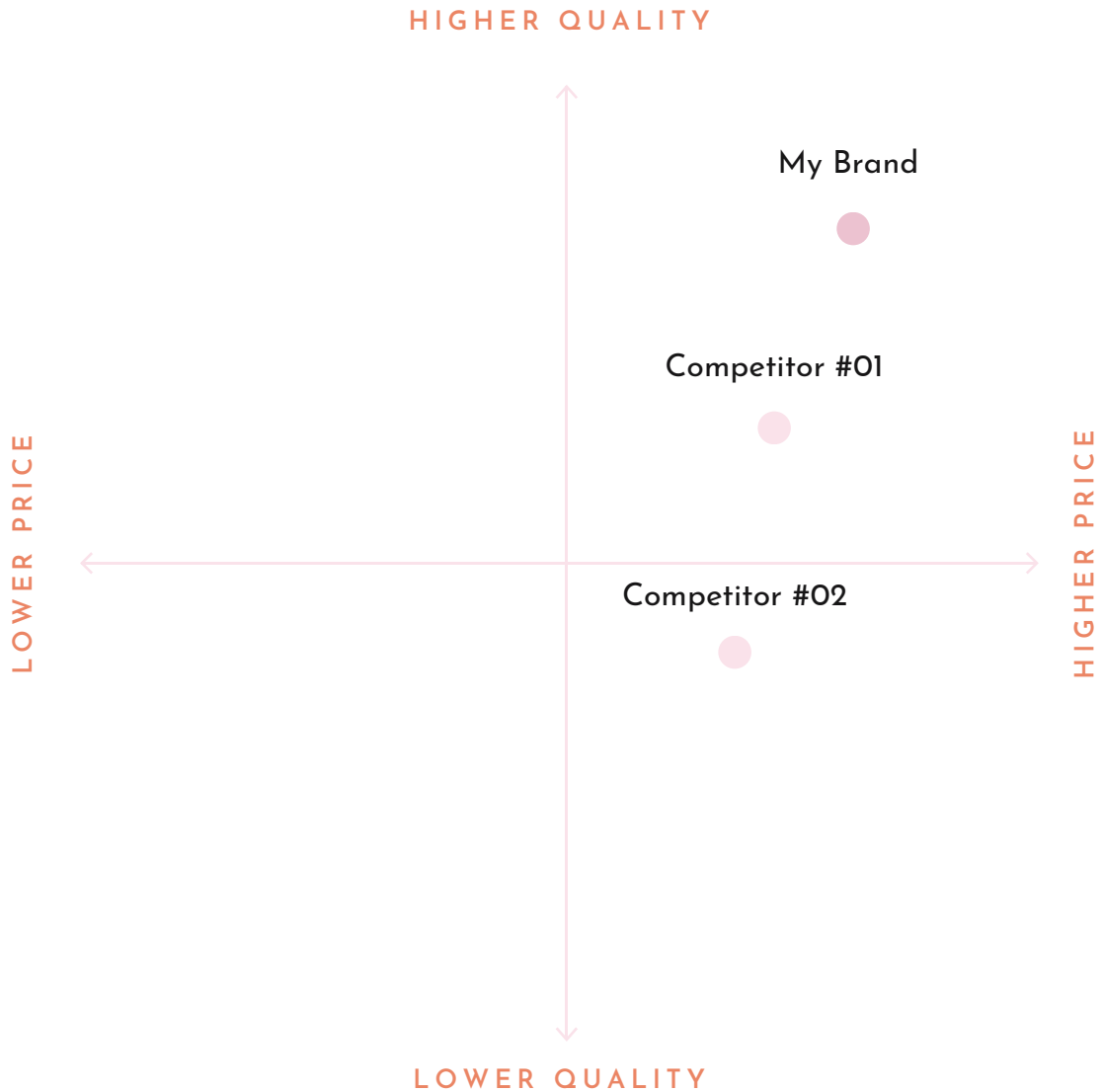
Use this simple story structure to create a framework of your brand story that you can hone and build upon.

What's the main problem/s your ideal client has that you help solve?

What's your solution to this problem and how is it different from others?

How does this solution lead to success for your customer? What does success look like?

# Brand Placement



Where does your brand sit in regards price and quality compared to your competitors. What do you need to do differently to deliver the same price and quality?

# Brand Checklist

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## Brand Strategy

- Brand Purpose
- Brand Goals
- Brand Mission
- Brand Vision
- Dream Client
- Brand Voice & Tone
- Brand Values
- Brand Story

## Pre-Design Elements

- Brand Style
- Brand Colors
- Brand Typography
- Brand Moodboard

## Visual Elements

- Logo
- Color Scheme
- Brand Fonts
- Brand Images
- Brand Textures

## Supporting Elements

- Social Media Design
- Business Card
- Letterhead
- Email Header
- Website Design



# Social Media Checklist

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## Facebook

- Profile Image
- Cover Image
- Relevant Bio Info
- Call to Action in Bio
- Consistent Post Style
- Consistent Brand Voice

## Instagram

- Profile Image
- Cover Image
- Relevant Bio Info
- Call to Action in Bio
- Consistent Post Style
- Consistent Brand Voice

## LinkedIn

- Profile Image
- Cover Image
- Relevant Bio Info
- Call to Action in Bio
- Consistent Post Style
- Consistent Brand Voice

## Pinterest

- Profile Image
- Cover Image
- Relevant Bio Info
- Call to Action in Bio
- Consistent Post Style
- Consistent Brand Voice

Ready to take a trip?

*Let's blow this popsicle stand!*



Book your free discovery call with me today!

I'M IN!

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