

BRAND

STRATEGY

WORKBOOK

Let's grow!



CONTENT

- Your Why** | Why do you do what you do?
- Your Purpose** | Your brand's role beyond money
- Your Vision** | What do you want to achieve?
- Your Mission** | How are you going to do it
- Your Values** | What do you believe in?
- Your Customers** | Who are you helping?
- Your Competition** | Who is already helping them?
- Your Position** | How are you different?
- Your Personality** | How do you present yourself?
- Your Tone Of Voice** | How do you communicate?
- Your Messaging** | What do you want to communicate?
- Your Identity** | How do you want to be seen?

INTRODUCTION

Let me guess. You're reading this because you know there's a better way to tell your story. You want to share your gifts with the world, but somehow your message isn't getting through. You want to get seen, get heard and get paid. Right?

WELCOME TO THE BRAND STRATEGY WORKBOOK!

You've come to the right place, because I want you to get all those things, too!

My name is Pacha Hornaday. I'm a brand strategist and visual identity creator, and I've put this workbook together to help you get the recognition you deserve. There are so many amazing entrepreneurs out there, with products and services that can literally change people's lives. Yet, most of us never hear of them, because their message just gets lost in the noise, and most of them don't make it past the first couple of years in business.

Here's the secret: You need a brand

"But," you say, "I have a logo and my company colors! Isn't that a brand?" Starting your brand with your logo is like making an adjustment before checking the body or knowing anything about the patient. There's a slim chance of accidentally getting it right. But you wouldn't do that, would you?

When you get your brand right, everything else falls into place. Your brand is like the DNA of your business. It contains your unique identity, transmitting the data that is unmistakably yours. As the blueprint replicates, every fragment and follicle of your branding should lead your audience back to you and you alone.

This workbook is meant to guide you along your brand creation process. If you're already in business, let's do a progress exam of what you've got so far. Maybe your brand needs an adjustment, maybe it doesn't. This Brand Strategy Workbook will help you figure it out.

Did you think brand strategy was only something for the mighty corporations? Not anymore! YOU can create a brand that delivers YOUR message to your audience in a way that resonates with them.

If you knew how to do this, without having to drop the big bucks on a branding and marketing budget, would this be valuable to you?

That's what I thought.

Let's get started! We've got some work to do!

A handwritten signature in black ink that reads "Pacha". The script is fluid and cursive, with a large initial 'P'.

HOW TO USE IT

The idea behind this workbook is to help you dig deep into figuring out WHY you're doing what you're doing, WHO you're doing it for, and HOW to build a solid message around that.

We all have our WHY story to tell. And we all have at least a vague idea about our ideal client, avatar or target market. If you're like a lot of my clients, you have this data stored away in your brain somewhere. When you close your eyes, you can see it.

Well, it's time to get it on paper. Once you write it down, you make it real. That doesn't mean it's finished and etched in stone. In fact, you should revisit this on a regular basis, continue to fine tune it and make sure it all still rings true. But writing it down will give you a cohesive overview and a clear path forward.

To get started, print out the workbook. Make yourself a cup of your favorite beverage and turn off your devices. You need to be able to focus without distractions. Each page will give you a general topic followed by some prompts to get you started. I recommend answering the questions and writing down whatever pops into your head. If you run out of space, use the back of the paper. Include any keywords and phrases that come to mind. That's taking inventory of what you already have and know.

Then, a day or so later, go back and spend some more time on each page. Dig deeper, do some research online, refine. Fill out the summaries or statements at the bottom of each page. Repeat if necessary.

STEP BY STEP

1. **Print out the workbook**
2. **Go through the entire book, answering questions.**
3. **Write down whatever comes to mind, but when it feels too laborious, move on to the next question.**
4. **Let it rest for at least one day.**
5. **Go through the entire workbook again. Do some research, refine your statements.**
6. **Fill out summaries and statements at the bottom of each page.**
7. **Refer to this workbook in your future marketing decisions. It should guide you along and help you use the right language when addressing your audience.**

1 YOUR WHY

WHY DO YOU DO WHAT YOU DO?

What's your origin story? Where did you come from? How did you get here? Why do you do what you do?

NOTES:

STATEMENT:

2 YOUR PURPOSE

THE ROLE OF YOUR BRAND BEYOND MONEY

Who are you helping? What are you helping them with? How does this impact their lives? How do you add value? What emotion do you want your audience to have in response to the results you deliver?

NOTES:

STATEMENT:

3 YOUR FUTURE BRAND

WHAT DO YOU WANT TO ACHIEVE?

What impact do you want to have in 5-10 years on your customers, your industry, the environment, and the world? What do you want to have achieved by then? A brand that knows where it's going is more likely to get there. This direction acts as a compass for your brand to influence key decisions.

NOTES:

STATEMENT:

I aspire to

4 YOUR COMMITMENT

HOW ARE YOU GOING TO DO IT?

What are you committed to doing in your day-to-day operations to achieve your vision? Identifying these commitments and sticking with them religiously will guide you through future strategy decisions.

NOTES:

STATEMENT:

I am committed to

5 YOUR VALUES

WHAT DO YOU BELIEVE IN?

What would you want your customers, your suppliers/vendors and the general public to say about your brand? What do you want to be known for? Consistency in staying true to these values helps you to develop human affection towards your brand and promotes brand advocacy.

NOTES:

VALUE #1:

VALUE #2:

VALUE #3:

6 YOUR CUSTOMERS

WHO ARE YOU HELPING?

In order to really understand your audience, you need to replicate their emotional state when they need your help most. Identify the problems your audience faces and how they impact their emotions.

NOTES:

AUDIENCE ARCHETYPE(S):

7 YOUR COMPETITION

WHO IS ALREADY HELPING THEM?

Look at your competition from inside the market and inside your customers' shoes. Observe their messaging, language, personality, customer journey and customer experience. Look for gaps in the market that you can fill.

NOTES:

8 YOUR POSITION

HOW ARE YOU DIFFERENT?

Positioning your brand is not something you do. It's something your customer does based on their experience with your brand. Influencing that is the cornerstone of any successful brand strategy. It is based on your observations of points 6 and 7.

NOTES:

STATEMENT:

9 YOUR PERSONALITY

HOW CAN YOU HUMANIZE YOUR BRAND?

Develop the brand archetype that is best suited to appeal to your customer. Your brand archetype identifies the characteristics your brand should display throughout the entire customer experience, from your messaging to your visual identity.

NOTES:

YOUR BRAND ARCHETYPE(S):

10 YOUR TONE OF VOICE

HOW DO YOU COMMUNICATE?

Your language and tone of voice provide another opportunity to display the characteristics your customers are attracted to. Is it corporate and professional language, or a casual and friendly tone?

NOTES:

11 YOUR MESSAGING

WHAT DO YOU WANT TO COMMUNICATE?

On average you need a minimum of 8 touch-points for your audience to take note of you. Each touch-point is an opportunity to make it clear to your audience exactly what you should mean to them and where to position you. Your core messaging framework ensures your brand is delivering strategic messaging at all times. Write down some key points about your audience, their pain points, existing options, your differentiator, the actual benefits, and the emotional benefits.

NOTES:

12 YOUR IDENTITY

HOW DO YOU WANT TO BE SEEN?

Reference each of the preceding strategic elements throughout your brand identity design. They must influence each element of your visual identity design: Logo, Color Palette, Typography, Image Style, Graphics + Patterns, User Experience, Brand Presence (online and offline). Revisit your notes about your positioning, what is your audience attracted to, what does your competition look like, what's your overall brand story? You'll notice recurring mental images that can guide you in your search for a logo, colors and other brand elements.

NOTES:

**WANT TO LEARN MORE ABOUT
HOW TO BUILD A STRONGER BRAND?**

Join the **Balanced Brands Community** on Facebook for more resources, tips and tricks on branding and visual communications, and announcements about future webinars and boot camps.

www.balanced-brands.com

www.facebook.com/groups/balanced.brands

