

the
Brand Discovery
workbook

The ultimate starter guide for ambitious Brand-Builders.



wildbrand

Why build a brand?

In an age where marketing as we know it no longer works, one of the most powerful things you can do in your business is build a strong brand that connects with your people.

Most people won't tell you this, but being authentic and sharing your story is where your biggest opportunity lies in your business. The key is to get crystal clear on what that story is and know exactly how to share it with your audience.

This workbook is designed to give you the clarity you need so that you can go out and do your thing, attracting the right people to your business just by being 'you'.

On the following pages there are 5 exercises - each designed to help you get more clarity on your brand and what it stands for, so you can communicate clearly, consistently and deliberately with your audience.

Take time and enjoy the process - it's a marathon, not a sprint!



EXERCISE ONE: BRAND VISION

Goal setting is a powerful tool, both professionally and personally. As soon as you know what your end-game looks like, it's a lot easier to make a plan to get there.

Your Brand Vision can be as big as you want it to be. In fact, the bigger, the better. The most important thing is that you genuinely believe that you have what it takes to get there.

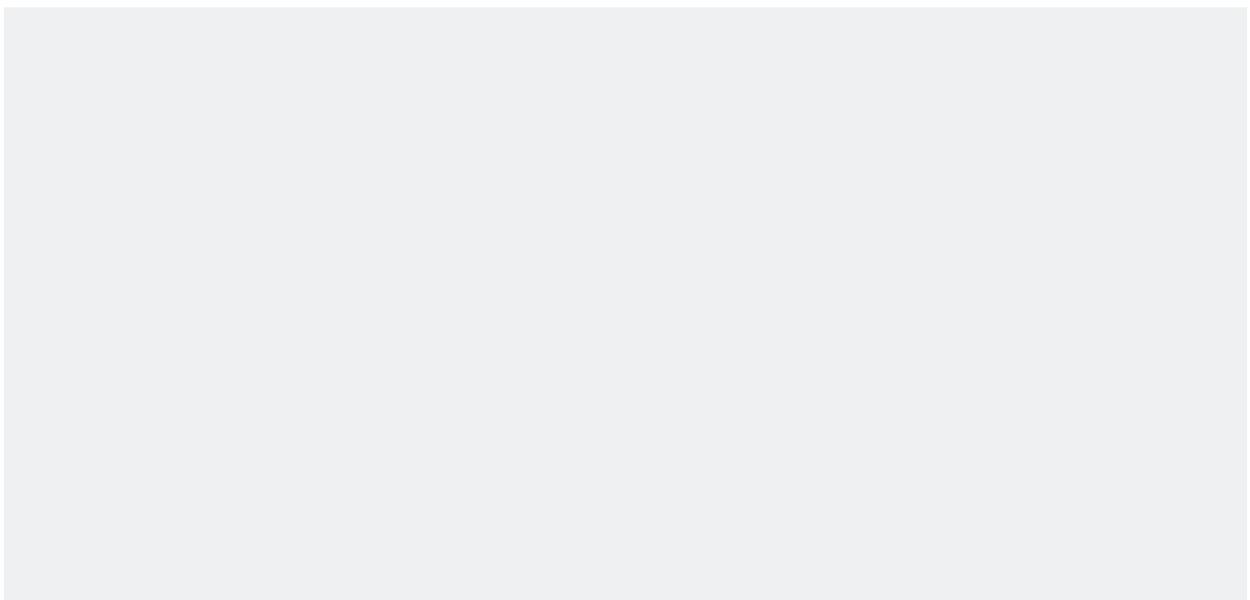
A person with a clear vision will talk, think, and behave deliberately, and ultimately make decisions that align with that vision. It's a simple, powerful place to start.

The reason you're doing this in the first place is because you've got a vision for your brand and want to know how to take it to where you want it to be.

Take a couple of moments to clear your mind and let yourself 'imagine' where you want your business to be in the next 12-18 months.

What does it look like? What does it feel like? What role are you playing in your business? How are you spending your time?

What's your Brand Vision? Write it below:



Action Plan:

Now you've identified your Vision, what are the key action items that need to be completed, or challenges that currently stand in your way that need to be conquered in order to get to your Vision?

Sometimes, even the act of identifying what's standing between you and your Vision can help you move past it. So let's jot down what you're going to do in the next 3-6 months to move you closer to your where you need to be.



Make a note of the action items you need to complete in order to move you towards your vision, below.

Action #1:



To be completed by: __/__/__

Action #2:



To be completed by: __/__/__

Action #3:



To be completed by: __/__/__

Action #4:



To be completed by: __/__/__

Action #5:



To be completed by: __/__/__



EXERCISE TWO: WHO ARE YOU?

This section is designed to help you get clarity on your purpose and what makes you so remarkable. This forms the cornerstone of our branding efforts, so take your time to go through each question thoroughly, and don't be afraid to ask your friends/family for their input. Sometimes other people see us more clearly than we see ourselves!

Answer the questions below as honestly as humanly possible. If any of these questions stump you, this is a sure sign that this is where we should be focusing our attention.

1. What are you an expert in? In other words... what is your 'genius zone'?

(If you're not sure, consider what your friends ask you for advice on, what you like to study and learn about in your free time and what 'lights you up').

2. What was your motivation for starting your business?

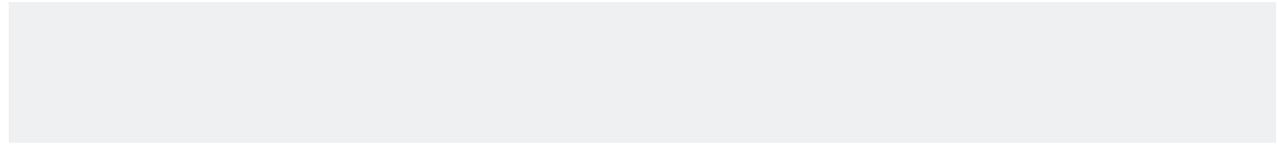
(If you're about to write 'to make money', you will need to dig a little deeper! Think about the reason you decided to sell your particular product or service – why did you choose this specific way of making a buck?)

3. What value do you bring to your customers?

(If you were in an elevator and had one or two sentences to pitch your business to a potential investor, what would you tell them)?

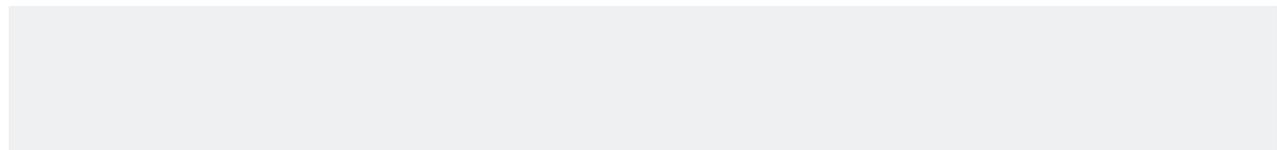
4. Who are your top 3 closest competitors?

(How are you different and better than they are?)



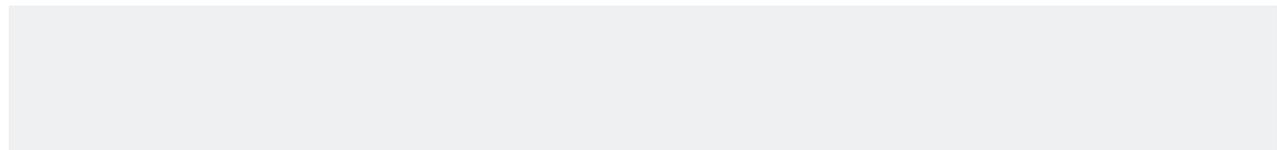
5. What's your Unique Selling Proposition (USP)?

(What is the single most compelling 'thing' about your business that makes you special?)



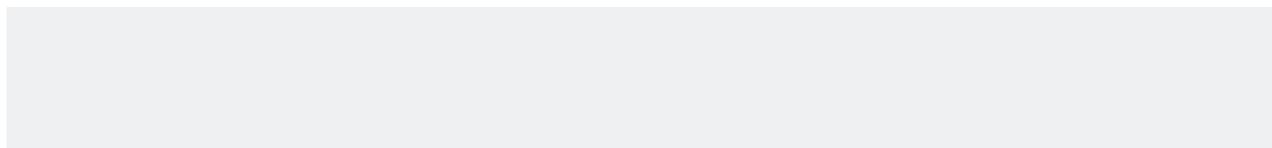
6. Who is your ideal customer?

(What are their attributes – sex, age, income, education, aspirations and motivations? More importantly, what problems are they facing that only you can solve?)



7. If your brand were an actual, fleshy human, what adjectives would you use to describe it?

(How would it dress, speak, act, think and feel? This is often one of the hardest questions to answer. If you don't know, perhaps it's good to think about which of your own attributes are shared with your business. How would you describe yourself?)



EXERCISE THREE: YOUR BRAND VALUES

Your Brand Values are the 'North Star' of your business. It's important that you know what the values of your business are so that you can make decisions that are aligned with this, and your customers know what to expect from you.

Owning your brand values is a responsibility. Going against your stated values just once can potentially damage your brand and your reputation!

As the owner of your business, your brand values are often an extension of the values that are important to you in a personal sense. For example, if you value 'freedom' as a personal value, you will likely make business decisions that enable freedom for yourself, your staff and your clients.

Consider your values and write them in the spaces below. Then consider how you're going to 'live' those values in your business.

BRAND VALUE # 1:

Why is this so important to me?

How will I live this value?

BRAND VALUE #2:

Why is this so important to me?

How will I live this value?

BRAND VALUE #3:

[Empty light gray rectangular box for brand value #3]

Why is this so important to me?

How will I live this value?



EXERCISE FOUR: BRAND PERSONALITY

Your Brand Personality is what connects your audience to your brand on a deeper level. Remember, people buy from brands that they know, like and trust, and in order to build that connection, we have to express our brand personality authentically, openly, and consistently.

To help us unearth the personality of your brand, go through each attribute below and mark any words that resonate with you.

If and when any thoughts or additional attributes come to mind during this exercise, make a note of them on the following page. Remember, this is just to get your mind thinking about your own personality, and there are many traits we haven't listed, so feel free to add your own!

BESPOKE

FEMININE

FUNNY

MODERN

HIGH END

EXPENSIVE

EDGY

CARING

SIMPLE

FASHIONABLE

PREDICTABLE

NURTURING

LEADER

AUTHORITATIVE

CONSERVATIVE

SEXY

QUIET

HIGH TECH

LUXURY

STANDARD

MASCULINE

SERIOUS

CLASSIC

LOW END

CHEAP

SAFE

RUTHLESS

COMPLEX

PLAIN

RISKY

COLD

FOLLOWER

APOLOGETIC

FREE-SPIRITED

PLAIN JANE

LOUD

HANDMADE

NECESSITY

How would I describe myself? Is this consistent with my brand?

Your brand's personality should shine through in everything that you do. Too often, brands try to reflect the perceived personality of their target audience.

For example, a marketing agency might consider their target audience to be older businessmen. They think that if they mimic the personality of this group, that they'll be more likely to make a sale... The problem is, this often backfires.

In this case, an older businessman doesn't WANT a marketing agency that talks, acts and thinks like he does... He wants to hire an external agency because of its vibrancy, fresh ideas and out-of-the-box thinking, not because they're like him.

When you are authentic about your brand personality, you will attract people to your business that truly resonate with who you are.

Can you see how important it is to double-down on your brand personality and reflect this personality across your brand?

Have a think about your brand and the way you communicate with your audience, are you letting your true personality shine through in what you say?

With so many 'me too' brands out there, it's more important than ever to be unique.

The good news is, you already are.

EXERCISE FIVE: KEY MESSAGING

Key messaging refers to the key points we really want our existing and potential customers to understand and remember about us. They're the essence of our brand in digestible bite-sized chunks, that are regularly reinforced in across our communications.

Your brand's Key Messages act as a reference point for your customers to identify with your business and what you're all about.

Here are a few key messages you may recognise:

'The burgers are better' (Hungry Jacks)

'Biggest range, lowest prices!' (Bunnings)

'Skincare that doesn't cost the earth' (Sukin)

"People don't buy what you do, they buy why you do it"
-Simon Sinek

Your top 3 key messages:

What are the key messages you want people to remember about your business?

Key Message #1

Key Message #2

Key Message #3

How and where are these key messages going to be communicated and supported in your business?

Finito.

You're all done... for now.

If you'd like to discuss your brand with us, get in touch:
hello@wildbrand.co

Until next time, happy branding!

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We hope you enjoyed this Workbook, but please don't share it outside of your desk. :)