

BRAND IDENTITY WORKBOOK



GET CLEAR ON YOUR CORE MESSAGE AND BRAND VALUES!

What's your main goal/ purpose?

What are you hoping to achieve for your brand? Is it to sell products, become an authority, reach new clients? It may seem obvious but it helps to write down what you want to achieve (besides the obvious outcome of generating revenue). How do you intend to do this?

What are your core values?

Every brand has a defined set of core values, if you're a blogger or solopreneur, that's likely to be an extension of your own personal core values. What do you stand for and wish to be known for? It's important to be clear from the get-go because, while your brand's image, positioning and voice may pivot and evolve over time, your core values will remain pretty steadfast. Try to sum this up in a few words or sentences below.

Who is your audience?

How does your brand make your audience feel? What kind of transformation can they hope to achieve? Knowing your audience and the emotions you want them to associate with your brand is critical to your success. Who are they? Are they male or female – or both? How old are they, what do they like to wear, eat and what kind of music do they listen to? How much do they earn? Can you give them a name and a job?

BRAND IDENTITY WORKBOOK



GET CLEAR ON YOUR CORE MESSAGE AND BRAND VALUES!

This kind of detailed audience profiling – known as a business Avatar – is a popular device among marketers needing to pinpoint an imagined or ideal customer. From broader age, sex and geographic based targeting to really specific things like favourite stores, tv shows, income bracket and relationship status, it can be beneficial to target your ideal customer or reader in such detail. Don't want to get quite so specific? Another great tip is to think of your ideal reader in terms of a mindset. Write down some interests, characteristics, traits and specifics about your ideal client or audience here:

What's your brand's personality / voice?

How do you wish to be perceived? Knowing your audience and speaking to them in their language is one thing, but being clear about your brand's own voice and personality is just as critical. From the language used in your blog posts and on social media to the colours and fonts of your packaging and logo, every element contributes to your brand's overall personality and tone. If you're building a business around a blog, my advice is to keep it authentic and be true to yourself. Whether that's quiet and introverted or 'life and soul of the party', your choice of visuals, words and imagery should reflect the things you genuinely feel, say and find aesthetically pleasing. Write down some words which best describe the tone and vibe you wish to convey:

BRAND IDENTITY WORKBOOK



GET CLEAR ON YOUR CORE MESSAGE AND BRAND VALUES!

Where do you want to position yourself in the market?

Where does your brand sit in relation to the market and your competitors?

Take Ikea and Ralph Lauren Home, two strong and successful brands that both sell homewares but are positioned at opposite ends of the market. Both are very clear as to who their customers are and the relationship they have with them, they are clearly positioned in the market but not competitors. Target and Ikea, on the other hand, could absolutely be considered competitors yet both have such strong brands they are able to operate successfully in the same space. It's important to know where you stand in the market and to analyse the competition before deciding where to position your business. Write down 3-5 competitors or 'ideal' competitors (this can be successful bloggers). What similarities do you share with their brand and audience positioning? What can you do better?

Putting it all together!

Now it's time to take these ideas and condense everything into a single sentence. Think of this as your single sentence elevator pitch, your mission statement or tagline. It can be used on your blog, social media profiles or simply when introducing your business. The crucial point to keep in mind is how you help your audience to achieve a transformation of some kind. Focus not on what you do as much as on how they will FEEL afterwards. Fill in the gaps using this sentence if it helps! I HELP _____ HOW

TO _____ SO THEY CAN _____ IN _____ (time frame - optional!)