

Brand Clarity Workbook & Planner



Who Are You?

Authenticity is a magnet and nothing will attract your ideal clients quite like knowing who you are and whom you serve. Let's get started.

Why did you start your business?

What is your favourite part about your business?

What makes your business unique?

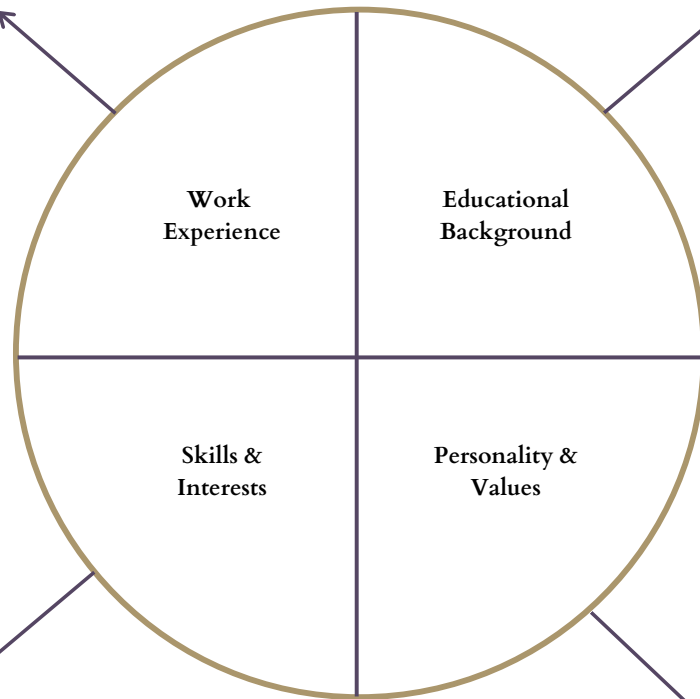
What makes you (as a person) unique?

What is your niche and how do you want to be seen? How do you not want to be seen? Get specific!

Who are you?

What have you learned about yourself from jobs you've had?

What can you apply from what you've learned so far?



What skills do you enjoy using the most? What are your interests, strength, passion?

What is really important to you? What do you really want to share?

What's Your Unique Sales Proposition?

Brand Discovery

If you had a full day to yourself to spend doing something you love what you do?

When was the last time you were complimented on something as a skill or talent?

When do you find others are agreeable with your actions?

After you've done what ... do you feel the most accomplished?

Your Ideal Clients

Time to dig deep and start thinking about who you want to attract!
Knowing your ideal customers will help you understand how your services align to their needs and how you can help solve their painpoints.

Gender

Age

Location

Education

Income level

Occupation

What do they do in their free time?

Your favourite brands
and shops?

What are their core values?

Cont.

What are some of their biggest frustrations?

How can your services/products help them?

What transformation will your ideal clients get from working with you?

What platform are they in and where you should show up?

Communication & Style

We'll need to make sure your tone of voice and the visual side to your brand represents YOU and is in a style you love.

Write down 5 words that describe your brand's tone of voice

What platforms will you use to connect with your ideal clients?

If your brand were a feeling or a mood, what would it be?

List 3 brands you're inspired by.
How do they make you feel?

What type of font do you like?

What are your favourite colours?

Brand Statement

Now you've gained clarity on who you are, what you do, how you want to communicate your brand and who your ideal customers are, you should feel confident in creating your main brand statement.

Use this to describe what you do easily and accurately, and be proud of your brand!

Hi, my name is

And I

For

For example: We are ThinkonPaper and we are a branding design studio passionate about creating refined, creative and true brand identities for big-dreaming business owners.

Remember to use this one your social media platforms as your bio!

Your Business

Deciding on your business goals and future proofing is crucial to a successful brand strategy because it helps to stay clear on your long term intentions.

Write down your 3 main business goals?

Will you branch out in the future (courses, franchising etc.)

How can you future proof your business?

Your Branding

Now is the time to come up with your business name and tagline if you don't have one already. You've got this!

Brainstorm names for your business below.

Brainstorm taglines for your business below (aim to define your business in 1 short sentence)

Which combinations from above work well to communicate your brand in the clearest way?

Your Logo

Now you've decided on a name it's time to brainstorm how you're going to visualise your brand.

What colours work best to communicate your business?

What are the 3 main platforms you will use to promote your brand?

What type of logo works well on these platforms? Square? Circle?

Do you need graphics to help you communicate your brand message?

What is your Brand Promise?

A simple statement that is a promise, a commitment to the people who interact with you. It's used to guide your principals, inspire you, and connect all your brand strategy together.

Vision

Mission

Products

Customers

Benefits

Customer Needs

Why me?

Core Values

Putting it all together

What's your tagline?

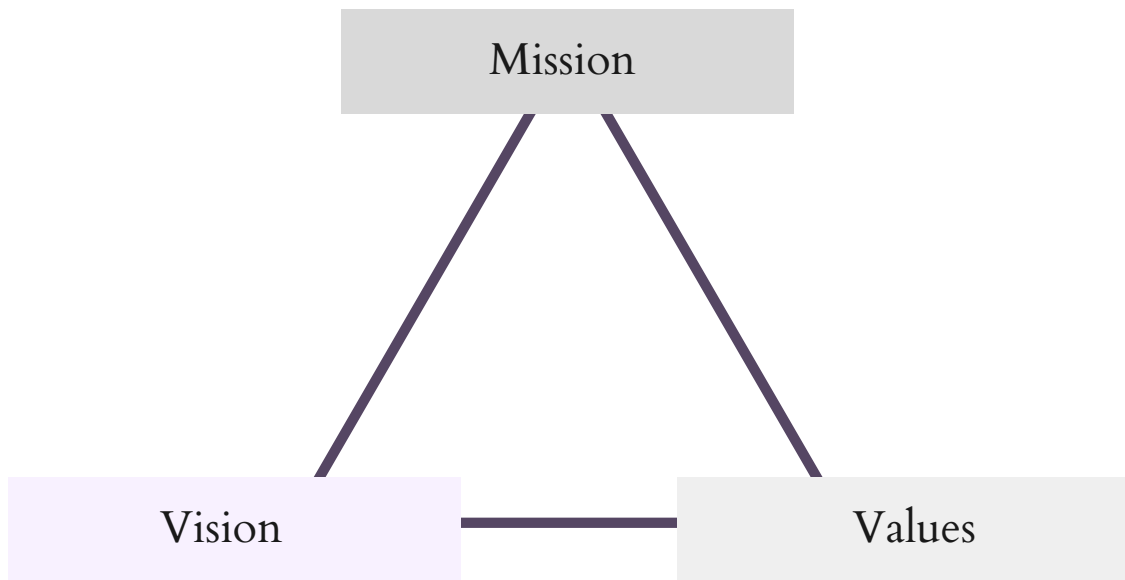
Connecting all that you have written, what might your tagline be?

What would be the ideal testimonial for your biz?

What's the better world you're helping to create?

How do you prove that you can and will deliver?

Mission, Vision, Values



Mission

Vision

Values

Measure Your Brand Strength

There are seven essential metrics for measuring brand strength. Most brands will excel in some areas, and have room for improvements in others! But when a brand performs well in ALL areas, it's sure to thrive and attract a tribe of loyal fans + followers.

Clear

The right people understand what I do, quickly + easily.

☐

Yes

☐

Not yet

☐

I am not sure

Relevant

The right people understand + appreciate how I can help their situation

☐

Yes

☐

Not yet

☐

I am not sure

Distinct

The right people understand how I am different + the best fit for them.

☐

Yes

☐

Not yet

☐

I am not sure

Passionate

The right people know what I stand for + believe, and sense my passion for it .

☐

Yes

☐

Not yet

☐

I am not sure

Credible

The right people believe I can + will deliver what I promise .

☐

Yes

☐

Not yet

☐

I am not sure

Visible

The right people know I exist and see me frequently in the right places.

☐

Yes

☐

Not yet

☐

I am not sure

Consistent

The right people easily recognize me every time they see me.

☐

Yes

☐

Not yet

☐

I am not sure

Rebranding Checklist

Email

- ☐ New email addresses
- ☐ New email signatures
- ☐ Launch email notifying existing customers

Marketing Materials

- ☐ Power Point templates and presentations that are still in use
- ☐ Word templates, Brochures, Flyers, Other print
- ☐ Marketing content
- ☐ Banners, newsletters, videos
- ☐ Training materials
- ☐ Promotional items (pens, notepads)
- ☐ Business cards, letterheads, envelopes

Website

- ☐ Content & Graphics
- ☐ On page SEO: Titles, Keywords, Meta
- ☐ Business & Web directories
- ☐ Partner listings