



7 STEPS TO CREATE THE DNA OF YOUR BRAND



About Us

Why we are different?

We take a look at our clients' current situation, where they want to go, and help them get there.

We have distilled our 30 years of experience successfully helping clients from various industries, countries, and cultures to grow their businesses by crafting compelling stories and messaging that is memorable, actionable, and shareable.

Our name OKN MEDIA is formed with 2 words from the Arawak language, the first inhabitants of Guadeloupe a French West Indies island:

"OKA" (Message) &

"KANEN" (To Continue My Story).



Michael & Severine

OUR MOTTO:

Create The Right Message... For You To Continue Your Story!

WELCOME

“



Client TESTIMONIALS

Truly extraordinary ability to draw people in, connect with them and give an experience that is remarkable and memorable. An experience that speaks to what we are aiming to create here at New Black Wallstreet.

-Mr. Bill Allen

New Black Wallstreet Market Founder

We are so excited you're here!



As a branding agency that has worked with clientele from older businesses that were trying to reestablish themselves to new startups struggling to keep their heads above water and catch a break we understand the grind of getting traction and buzz in a busy marketplace.

Our team of experts, which includes a husband and wife duo, have worked through this process countless times with our clients and have distilled it down to the 7 crucial steps that are essential for any start-up looking to establish a profitable brand.

Testimonial



Blake Mycoskie

TOMS Founder

“Wow, the execution is next level! This is exactly what we need to carry the message. Truly amazing!”





**"Your brand is what people
say about you when you
are not in the room."**

-Jeff Bezos

Quote of the day

www.oknmedia.com

Introduction

First things first, solving a problem for your target customer is key.

Identify a singular existing problem and develop a unique and valuable solution for it with your product. The goal is to assist your customer in achieving their objectives by providing a solution that aligns with their values and addresses their most pressing needs.

The next step is to **conduct thorough market research to gain a deep understanding of your target customer.**

Remember, your customer is a real person with real needs and desires, and it is essential to identify the demographics that are most likely to purchase your product.



Utilize various forms of customer research such as in-person interviews, surveys, and focus groups to gather valuable insights and feedback. With this information in hand, it is time to develop a product that addresses the specific needs of your target market.

Utilize the feedback received during the research phase to create a product that is tailored to the exact needs of your target customer. It is not necessary to reinvent the wheel, but rather to create a product that aligns with the specific needs of your target market.

We understand that building a brand can be a daunting task, but with our guidance and expertise, we can help take your brand to the next level.

OVERVIEW

7 Steps to create the DNA of your brand

1 | IDENTIFY A PROBLEM AND CREATE A SOLUTION

Select a specific issue that your customers are facing and develop a solution that addresses it in a unique and valuable way.

Your objective is to EMPOWER YOUR CUSTOMERS to achieve their goals by addressing their priorities and needs.

ENSURE THAT YOUR SOLUTION PROVIDES A CLEAR BENEFIT that aligns with your customer's desires.

2 | GET TO KNOW YOUR CUSTOMER INSIDE AND OUT

Understanding your customer is key to building a profitable brand. Remember that your customer is a human being with wants, needs, and desires, and they care about making their life better and easier. It's important to find out who has a need for your product and is most likely to buy.

To do this, we suggest you take the time to research and understand the demographics of your target audience, including their age group, gender, income level, how they spend their free time, their visual aesthetic, lifestyle, and values. This may seem like a lot of information, but it will save you hours of guesswork and thousands of dollars in the long run because you will know exactly what they're looking for and how to get their attention.

We recommend that you reach out to your customers directly and ask them WHAT IT IS THEY WANT AND NEED. You can do this through in-person conversation, emails, or surveys. Be creative, but most importantly, LISTEN TO YOUR CUSTOMER. They will tell you everything you need to know to create the exact product they want to buy. Studies have shown that when you sell to your buyers' exact needs, your sales have the potential to increase by 3x or more.

7 Steps to create the DNA of your brand

3 | NEXT CREATE A PRODUCT FOR YOUR TARGET CUSTOMER

It is of the utmost importance to create a product that meets the specific needs and desires of your target market. That's why we highly recommend gathering feedback from your customers to use as a blueprint for creating a product that they truly want to buy.

When creating a product, it's important to remember that you don't have to reinvent the wheel. Instead, take a similar product already available on the market and improve upon it by changing various aspects such as design, price, or function to make it better than what's currently available. Additionally, if you plan on selling your product online, it's important to keep in mind the size and weight of your product for shipping. You don't want shipping costs to be more than the price of the product itself, so it's important to factor that into your final retail price.

At our agency, we always start with the final retail price in mind and work backwards, taking into account profit margins and all the necessary costs to execute. We'll work closely with you to ensure that your product is not only high-quality but also correctly priced for your target market.

4 | UNIQUE VALUE PROPOSITION

As Amerie said in her hit song "One thing": "It's this one thing that got me tripping... it's this one thing that so made me feel it..."

There has to be one thing that sets your brand apart from the competition. It's crucial to be clear about what you're selling and who it's for, and to position yourself as the leader in your category by focusing on one main product that solves your customers' problem better than anyone else. By honing in on your unique value and perspective, your sales will soar and set you apart from the competition.

OVERVIEW

7 Steps to create the DNA of your brand



5 | ESTABLISHING TRUST WITH YOUR CUSTOMERS

One of the most important elements of building a successful brand is establishing trust with your customers. One way to do this is by actively listening to their needs and concerns, and making sure you understand what they are looking for in a product or service. By taking the time to truly understand your customers, you can create a product or service that is tailored specifically to their needs and wants, which in turn will build trust and increase customer loyalty.

Another key aspect of building trust is being transparent and honest with your customers. AVOID OVER-PROMISING on what your product or service can deliver, and make sure to always over-deliver on what you do promise. This will show your customers that you value their trust and that you are committed to providing them with the best possible experience.

Finally, leveraging customer testimonials can be a powerful tool in building trust with new customers. Showing potential customers that other people have had positive experiences with your brand can help to increase their confidence in your product or service and encourage them to make a purchase.

OVERVIEW

7 Steps to create the DNA of your brand

6 | CREATING A BRANDING STRATEGY THAT BLOWS YOUR CUSTOMER'S MIND

When it comes to branding, it's not just about features of your product, it's about the emotional connection you make with your customer. Think about the values that are important to your customer and how your product aligns with those values.

Your brand's tone and voice is key in making sure your customer can relate to you and feels a connection. Imagine speaking in the same way as your customer, whether that's online or offline. This is how you'll truly connect with your target audience, stand out in the market, and be miles ahead of the competition.



7 | CONSISTENTLY DELIVER

Be consistent with the type of product or service you are offering to your customers. Changing your product category can confuse buyers and lead to fewer sales.

Be consistent in the emotion or experience you want your customers to have when using your product. Be consistent in the problem or need you are addressing for your customers.

Consistently over-delivering on your promises is key in building loyal customers and growing your business exponentially. It also leads to financial freedom.

WORKBOOK

7 Steps To Create The DNA Of Your Brand

Transform Your Brand with Our Exclusive Workbook

We are thrilled to present you with this step-by-step workbook designed to help you build and grow a profitable brand. Whether you're a new startup or an established business, these essential steps will guide you in creating a strong and successful brand identity.

Included within is a mini workbook, meticulously crafted to help you jot down your ideas and forge a comprehensive plan for success. We encourage you to print these pages, fill in your answers with your favorite pen, type them out, or inscribe them in your cherished journal.

Action Leads to Success

Remember, true success comes from taking decisive action. No one ever achieved greatness by merely contemplating their goals. Ensure you engage with each question and complete every task. We value your time, so we've designed these prompts to ignite your creativity while also encouraging deep, strategic thinking.

Embrace the Process

Don't strive for perfection in your responses. Write down what naturally comes to mind. This exercise is about excitement and progress, one step at a time. There's no rush; some exercises may require more thought than others, so proceed at your own pace. This is your business—enjoy the journey!

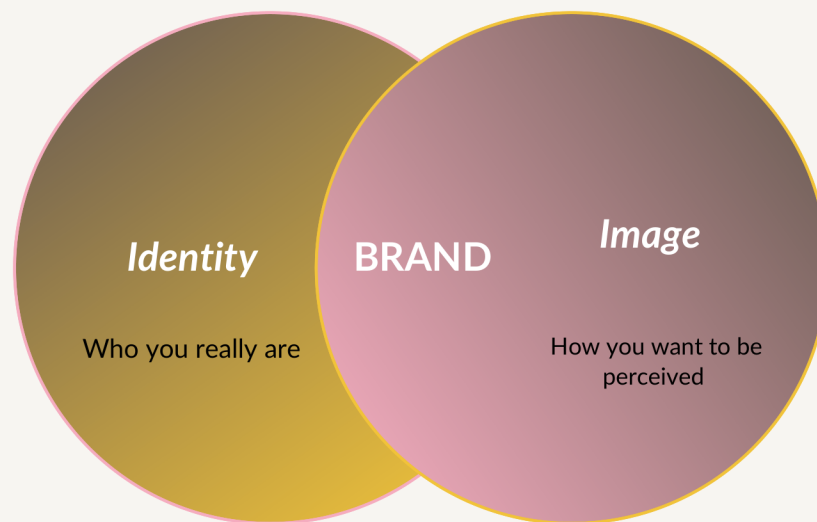
We're Here for You

If you have any questions regarding the exercises, please reach out to us at brand@oknmedia.com. We're here to support you every step of the way. We're excited for you to embark on this new venture and eagerly anticipate witnessing your brand's incredible transformation.





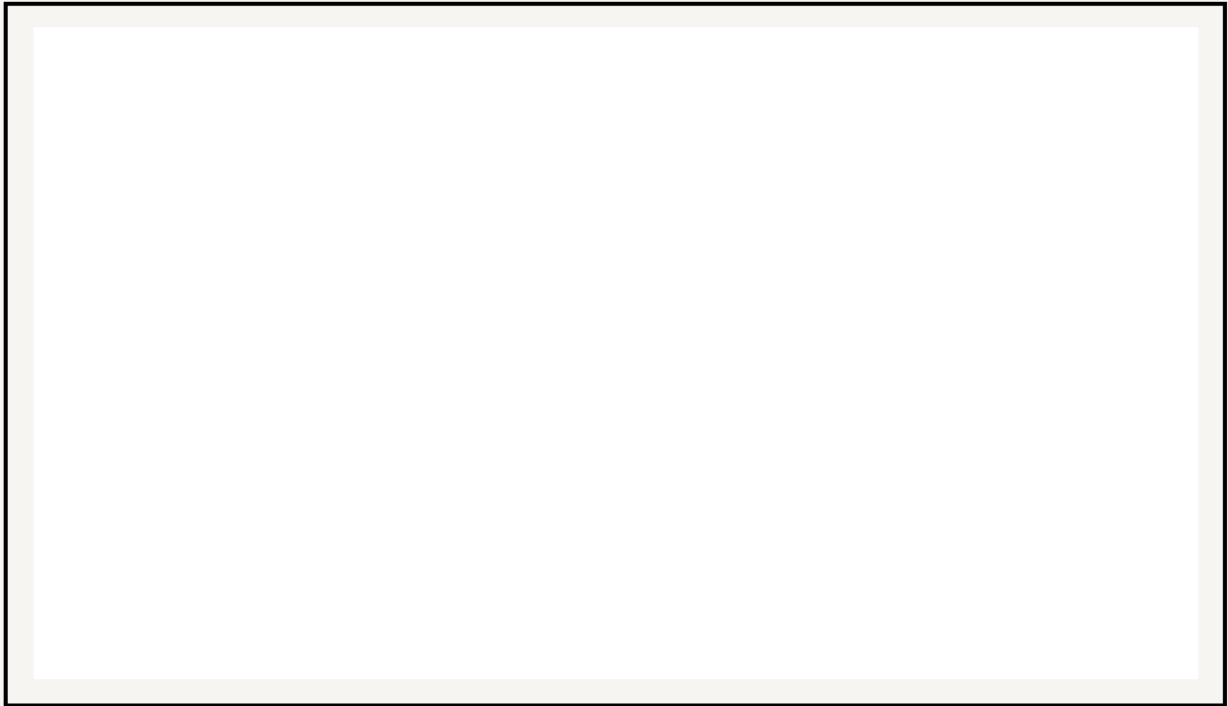
7 STEPS TO BUILD A PROFITABLE BRAND



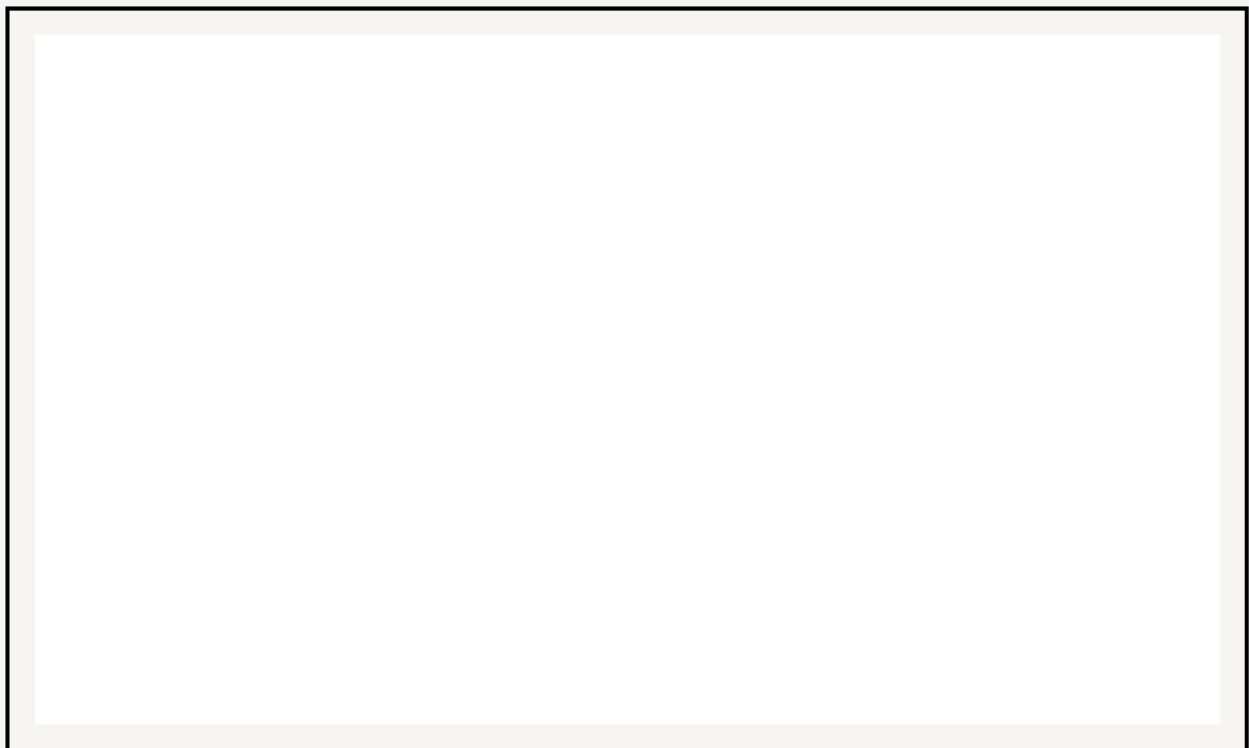
1 | IDENTIFY A PROBLEM AND CREATE A SOLUTION

What specific challenge, issue, or problem is your product designed to address?

What have other businesses done to tackle the problem in the past?
What was their offer?



What unique value can your brand offer that your competitors are not currently providing to customers?



2 | WHO IS YOUR CUSTOMER AND WHAT IS THEIR PROBLEM?

Get extremely specific.

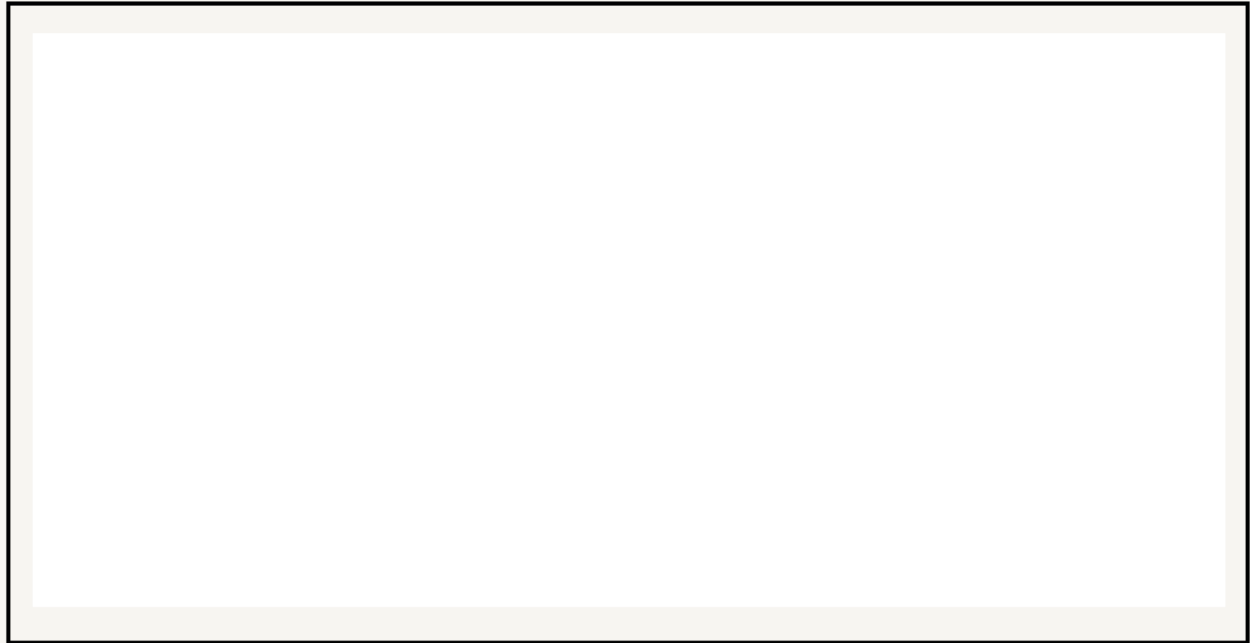
What age group do they fall into? What gender? What income level?

How do they like to spend their free time? What is their visual

aesthetic? What kind of lifestyle do they live? What are their wants?

What are their needs?

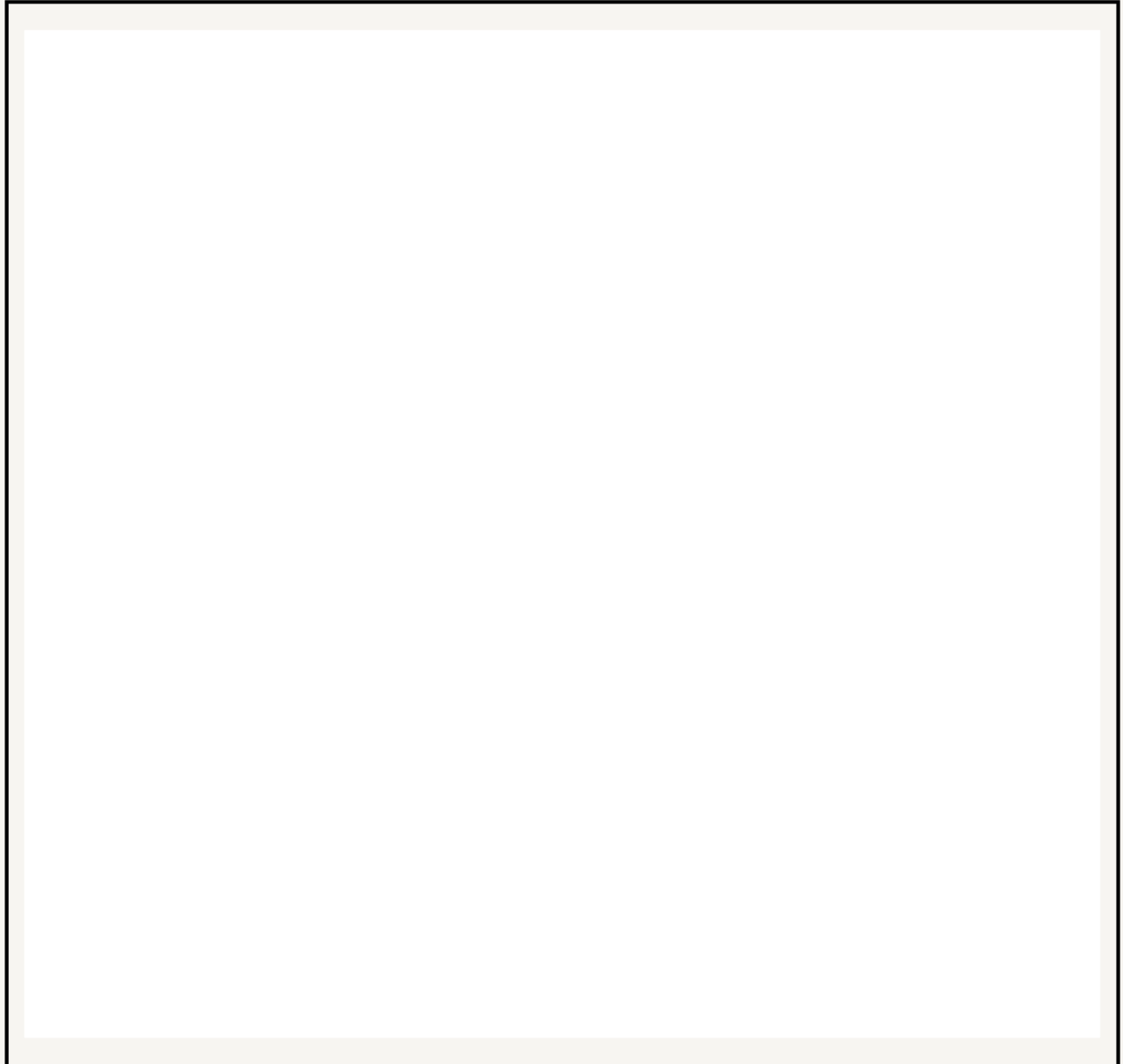
What are their pain points? How your solution to their problem(s) delight them?



What have other businesses done to tackle the problem in the past?
What was their offer?



What unique value can your brand offer that your competitors are not currently providing to customers?



3 | CREATE A PRODUCT FOR YOUR TARGET MARKET

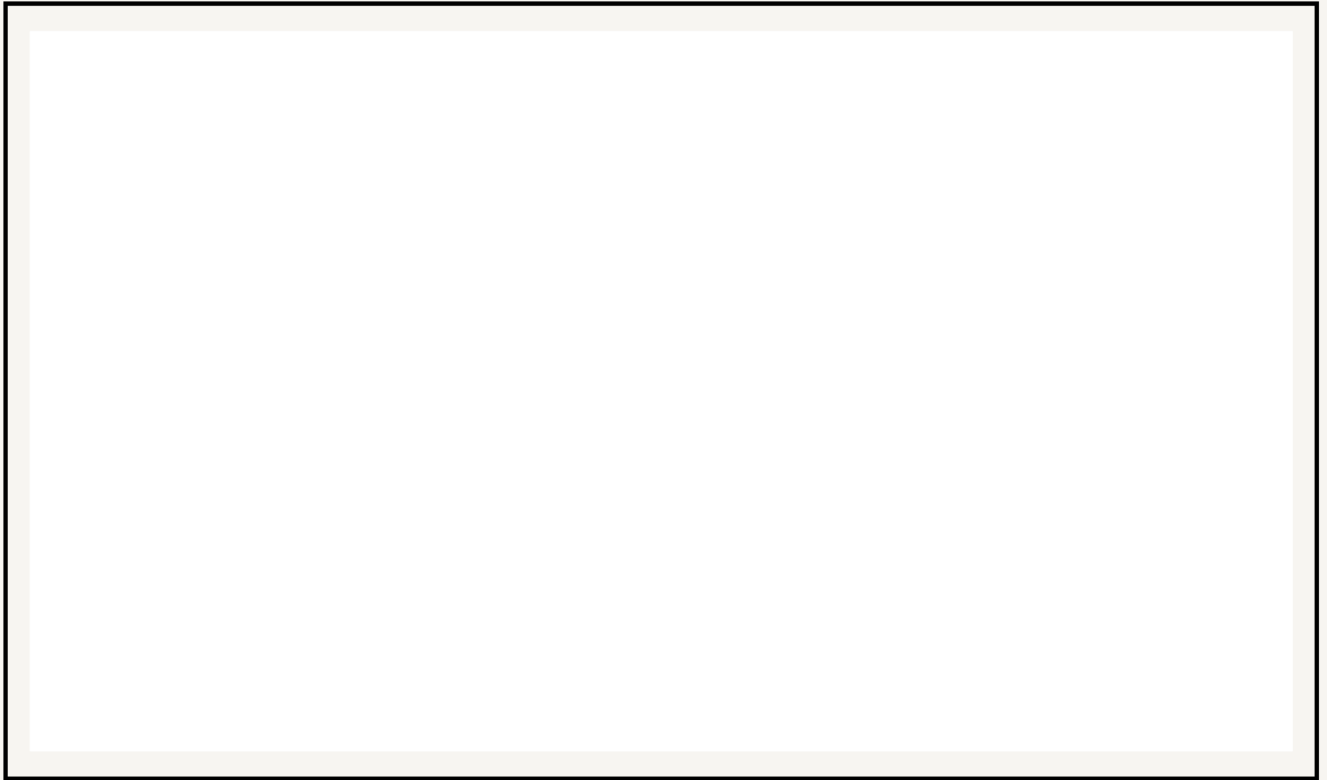
Using the feedback you've gathered from your customers, design a product that addresses their specific needs and wants. Think about how you can differentiate your product from similar ones already on the market. Consider factors such as design, price, and function. Also, keep in mind the logistics of shipping and packaging, and make sure your pricing strategy takes into account your profit margins.

Remember, the goal is to create a product that your customers will want to buy, and that will set your brand apart from the competition.

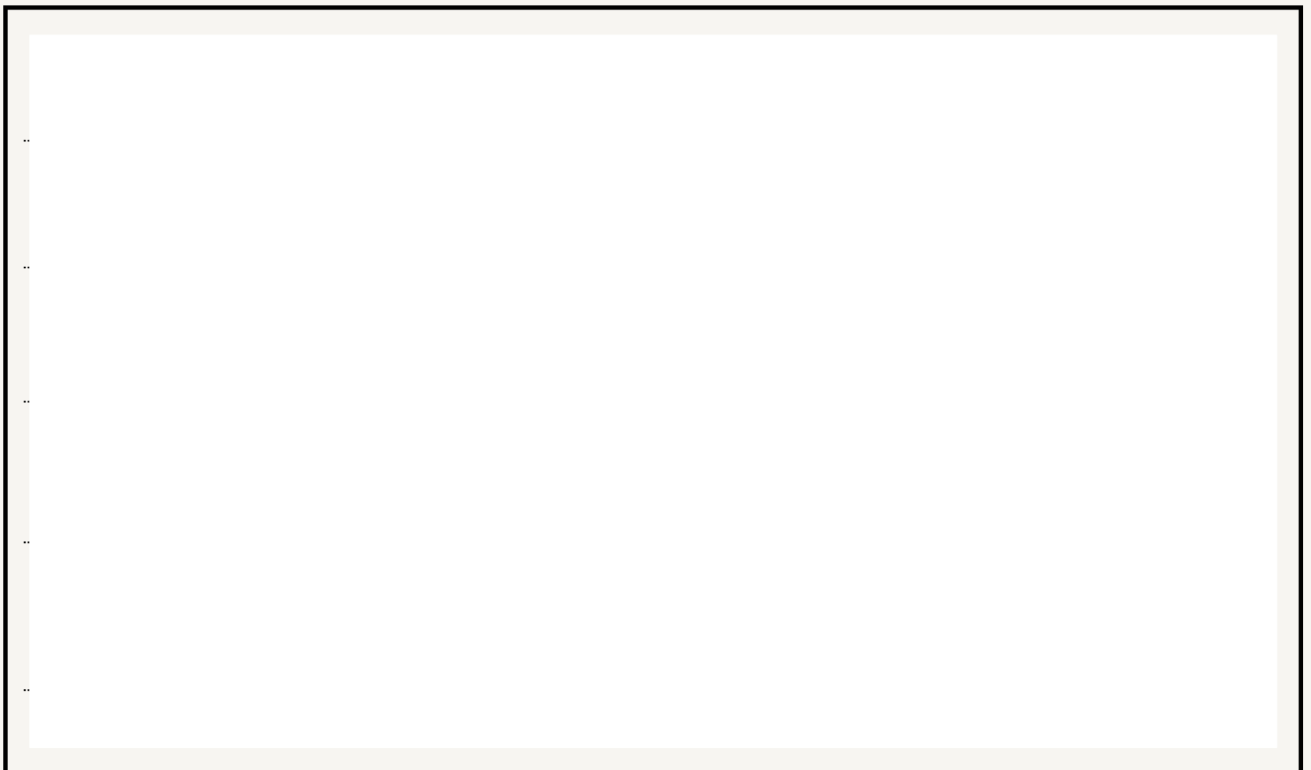
List out the different ways you can add value to your offering for each of the following categories based on the previous coursework.

DESIGN: (ex: Is your product a better fit? Are custom orders available? Can it be designed in a way that is more visually appealing to your customer? Etc.) How does it measure up to and stand out from the competition?

TIME: (ex: How does your product save your customers more time? Is it a limited edition item?)



FUNCTION: (ex: What function can you alter to make the product better or easier to use? Is there a negative aspect about a similar product you can solve?)



PRICE: (ex: Will your product be lower, middle, or high price point? What's the value vs the price? Will it have a stern and fixed exclusive high price point, or will it go on sale often?)

PLACEMENT: How convenient will it be for your customers to get their hands on your to your product? (ex: what are the various ways that you customers will be able to get access to your product? Your online store? Online stores besides your own? Brick&Mortar stores? Flagship store?

4 | UNIQUE VALUE PROPOSITION

What is the main problem is your brand/product is solving for your customers?

What is the main product you are offering to solve that problem?

What unique value or benefit does your product offer that sets it apart from competitors?

1.

2.

3.

5 | ESTABLISHING TRUST WITH CUSTOMERS

What are 3 methods you will use to gather customer feedback?
(ex: Surveys, in-person conversations, online reviews)

1.

2.

3.

Ask for some honest testimonials about product or brand from 3 customers or friends.

(Fill in testimonials below)

1.

2.

3.

6| CREATE A BRANDING STRATEGY WITH YOUR CUSTOMER IN MIND

What are the top 3 values that are important to your customer?

1.

2.

3.

What specific emotion do you want your customer to feel when using your product?

What specific tone and voice will resonate with your customer?

7 | MAINTAIN BRAND CONSISTENCY

Outline the key characteristics of your brand that should remain consistent throughout all customer interactions and marketing efforts. These may include your brand's tone, messaging, and values. List the top 5 words that you want customers to associate with your brand. These will serve as a foundation for all branding decisions moving forward. Consider what sets your brand apart from competitors and focus on communicating that unique value to your customers. Be open to updating your branding strategy as your product and customer base evolves.

1.

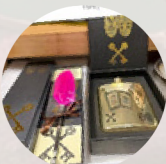
2.

3.

4.

5.

What They Say...



**Juan M., Head Executive Corporate Chef,
Gaylord Texan**

"Amazing attention to detail, I love how you pull out the story. Sick work! I love it!"



@ohmyafroculture

Jeanne P., Founder of Oh My Afro Culture

Their professionalism and guidance helped me a lot, during the whole process of launching my new platform.

I was invited to participate in a panel in a short period of time after working with her. So I can only recommend to work with them, they will definitely help you. I really want to thank OKN MEDIA for working with me!



@featuringjose

**Jose Bennet, Master course creator & Personal
Branding Coach**

It's important to make the brand an extension of the person. Consistency and authenticity in this is how the brand will resonate deeper. Every single event I've seen him (Michael) at presenting the brands that he reps he achieves this at the highest level.



Next steps...

Time to celebrate! Most endeavors that are started rarely come to fruition. Your completion of this step in your journey has!

Implementation of these important steps will give your brand the necessary building blocks to germinate in order to sprout the right way.

If you'd would like more hands on help with your rebrand or product launch you can schedule a consultation call with us here.