

## Welcome to your Branding Brainstorming Worksheet

*This helps solidify who you are as a business, who you serve, how you serve them, and why*

Instructions for use:

Start from the beginning. Don't skip ahead. Take each question one-at-a-time.

For much of this worksheet, the previous exercise informs the next.

Have an open mind. No personal judgment. There are no wrong answers.

Answer every question with anything and everything that comes to mind. Sticky notes or a white board can be great tools for helping to answer these questions. If working on your own, give yourself at least a half-hour for each page of uninterrupted time to focus. Then put the sheets out on your desk so they are easily accessible as you work throughout the day. As new inspiration hits fill in some more information.

If working with a partner or a team, write down responses separately following the procedure above. Once complete, meet and stack responses that are similar. Using sticky notes for this exercise is an easy way to quickly assess which responses have the largest "pile" and are the most popular amongst everyone's input.

For the [Customer Persona](#) page.

If you've already had a few customers, it can help to think of and name a real person. Others have chosen to go with a fun name everyone can get on board with, like Boris the Buyer or Rachel the Realtor.

It is recommended when first starting your business, or if this is your first time taking a real look at Branding, to only write out ONE customer persona. Work through that one customer persona, perfect how you market, sell and serve this person and THEN move onto the next customer persona. Early on especially, businesses can fail by trying to be everything to everyone.

Because of this, you want this first target persona to be your most profitable option. So take some time to identify which of your many customer options garners you the most profit with the least amount of effort.

The Voice.

Here you'll find standard brand personas you'll recognize in some of the most well-known brands. Think about how they speak to their customers. Who are they to their customers? Now think through who you are to your customers.

## Branding: The What

*This becomes your friend-of-a-friend pitch*

Who am I? (Ex: an experienced lawyer, a creative writer)

What do I offer? (Ex: accounting services, nutrition advice)

To whom? (Ex: small businesses, professionals looking for a career change)

What's my customer's unique problem that I solve? (bad with finances, lost in their career)

How do I solve it? Why me? (Ex: vegan, custom resumes)

I am an **Experienced Nutritionist** that offers **Nutritional plans, meals and advice** to **Young Professionals** that are **too busy to eat healthy** and are looking for **quick vegan meals on the go**.

I am a **Life Coach** that offers **coursework, one-on-one coaching** to **Senior Executives** that are **struggling with finding happiness despite professional success** and are looking for a **new perspective on their life and a plan of action with accountability steps**.

## Branding: The How & Why

*This makes decision-making easier and more straight-forward*

What is the one most important feeling I want to evoke from any customer?

Use this space to list any and all adjectives I would want associated with my business.

Now pick out the top 3-5 that are most critical to the type of business you want to run. These are your company values and they will help inform HOW you run your business.

## Branding: Customer Persona - The Who

*Get to know your ideal customer perfectly and speak to them directly.*

*NOTE: Ideally start with one, no more than three!)*

Customer Name:

Age:

Income Level:

Highest Education Level:

Profession:

Career Level:

Hobbies or Interests:

Where does this person get trusted information:

What marketing channels does this customer use most:

What challenge is this customer currently facing that you solve:

What are their priorities in how their problem is solved:

How can I best address those priorities:










What are their frustrations with the way they've addressed this problem in the past:

Which of these frustrations that they are experiencing can I solve:

## Branding: The Voice

*This becomes your friend-of-a-friend pitch*

Who am I to my customers?

 <p><b>Joker</b> <i>Happiness, fun, humor, impulsive, positivity</i> i.e. Chik-fil-a</p>	 <p><b>Dreamer</b> <i>Hope, imagination, ingenuity, charm</i> i.e. Disney</p>	 <p><b>Ruler</b> <i>Power, leadership, strength, justice, history</i> i.e. Morgan Stanley</p>
 <p><b>Seductress</b> <i>Sexy, desire, attraction, mystery, pleasure</i> i.e. Victoria's Secret</p>	 <p><b>Mother</b> <i>Care, protection, support, abundance, love</i> i.e. Dove</p>	 <p><b>Friend</b> <i>Stability, reliability, honesty, understanding</i> i.e. Glossier</p>
 <p><b>Hero</b> <i>Admiration, credibility, popularity, success</i> i.e. Kardashians</p>	 <p><b>Expert</b> <i>Expertise, intelligence, trust, credibility</i> i.e. Neil DeGrasse Tyson</p>	 <p><b>Rebel</b> <i>Revolution, innovation, outsider, conviction</i> i.e. Hot Topic</p>

## Branding: All Together Now

*Who are you? What do you do? Why do you do what you do? Who do you do it for? How do you help?*

Given the previous exercises. Write the brand story.

Start with the sentence you developed on the first page, then incorporate the HOW and WHY. Then write it in the VOICE you identified and speak to your CUSTOMER PERSONA.