

BRANDING & CUSTOMER IDENTIFICATION

WORKBOOK

Why does branding matter?

Creating a strong brand

1. What products or services does your brand offer?

2. What problems do your products solve?

3. What makes what you offer different/unique?

4. What message do you want to communicate with your brand?

5. Do your products reflect that message?

(Hint: what do you want your brand to be known for? This could be a product/service, feeling, idea, lifestyle, etc.)

6. Do your product names reflect your brand message?

7. What is your tagline?

(Hint: a short summation of your brands message)

8. If your brand had an anthem what would it be?

Consider:

Are there things you could eliminate or add to your offerings that would strengthen your brand?

9. What would make your products great and what can you do to get them there?

10. What would make your brand great and what can you do to get there?

(Hint: who can you ask for help?)

Telling a story

1. What emotions does your brand currently inspire?

(Hint: ask customers or other people how your branding makes them feel)

2. List 3 core emotions you want your brand to inspire:

1.

2.

3.

3. What emotions do your products currently inspire? Do they match what you want your brand to inspire?

(Hint: ask customers or other people how they make them feel)

4. What brands do your customers like and buy from?

5. What type of challenges do your customers face? What kind of problems do they need solved?

6. Does your brand reflect key beliefs of you or your customers?

7. How do they feel? How would they like to feel?

8. How can your products/brand connect to those emotions?

9. What are some (intangible) benefits your customer gets from your product or brand as a whole?

Consider:

Intangible benefits involve emotion and problem solving. This will help determine how to communicate with your customer and why they should buy from you instead of another brand.

10. What can you learn from brands that currently connect with your customer?

Who is your ideal customer?

Ideal customer

1. What details do you know about your ideal customer?

2. What kind of lifestyle does your customer live?

3. What type of demographics make up the customer base of competitor brands?

Consider:

Get very specific with details. This is a combination of research, imagination, and real life experience.

4. Are you currently attracting your ideal customer? If not, what can you change to attract them?

5. Are you your ideal customer? If so, why? If not, how do you relate?

Ideal Customer Profile

Create imaginary characters, based on real research.

This is a summation of similar customer types wrapped into one character.

Customer Name

What are their interests?

How old are they?

Do they impulse buy or shop thoughtfully?

Are they male or female?

What do they like to read/watch/listen to?

What kind of income do they have?

What does their family life look like?

Where do they live?

Are they social/Do they have a lot of friends?

What is their education level?

Where do they like to eat?

What is their occupation?

What desires do they have?

What do they look like?

What brands do they love?

What do they like to spend money on?

What motivates them to buy?

Take the information from above and create a brief bio about this person.

Creating The Story

Hone in on emotions by describing how customers benefitted from using your products.

The Protagonist *(character from customer profile)*

The Setting *(where and when the story takes place)*

The Conflict *(what is the circumstance that requires your product?)*

The Turning Point *(how does your product fit in?)*

The Resolution *(how does the customer feel now?)*
