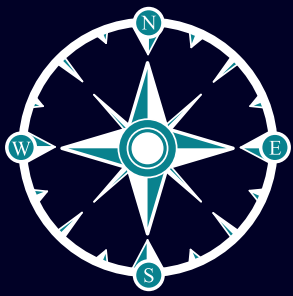


Discovering Your Brand





Let's begin our adventure towards Brand Discovery.

This work book is designed to help you discover your brand and where you fit into the world of commerce. This will be a guide for you and your brand developer, a map of sorts - and it will help you keep your brand firmly planted in the right direction.

Just as an explorer relies on his compass, you can rely on this guide to point you in the right direction if you ever go astray from your brands identity.

Knowing your brand is crucial because it will determine (or SHOULD determine) most of your business decisions. From what you post on your Facebook page to how you treat every customer who walks through your door.

Many people confuse their business brand as merely the "look" of their business - they assume that it is about color schemes and font choices. Although these are an important part of your brand, they are merely the very tip of your brand.

A business's brand is about how people feel when they engage with it, how they're treated, and how they're impacted when they walk through your door or visit you on Facebook. So yes, the color and font of your brand matters because it's usually one of the first experiences clients or customers have with your business. However, what really matters is how your customers FEEL when they interact with it.

Let's discover this together! Are you ready for the incredible adventure of Brand Discovery?



Finding Your Way.

Some questions to guide you.

Describe below in a sentence or two what your business is.

List what traits, experiences, and special offerings your brand offers that sets you apart from your competition?

Which 3 from the above list are the most important to you? List in order of importance.

1.

2.

3.

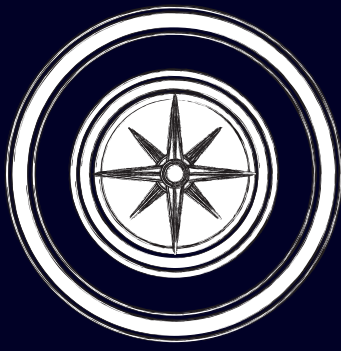


Discovery is Close

You're getting closer.

What topics or themes demonstrate your brand's expertise or uniqueness?

What topics or themes do your clients or customers care about?



Discovery is Close

Keep it up!

How can you best provide the above themes and topics to your clients or customers? What platforms could you use and how?

What does your ideal client or customer look like? Describe them below.



Discovery is Close

Now we are getting somewhere...

Who is your competition?

What service or product do you provide that your competition doesn't? Think outside the box on this one. What can you offer that is unique or special?



Discovery is Close

Stay with me a little longer!

What can you offer for free on social media or through your website for opt-ins so that you can increase your email list?

How can you connect emotionally with your new opt-ins and leads? How can you build trust so that they will one day hire your services or purchase from you?

1.

2.

3.

Lastly, describe keywords that you want to be best known for.

Congratulations!

YOU did it! You now have a guide, or a map for your brand - to give you clear direction. With this map comes power, the power and ability to identify your best tactics for moving forward in your business!

If you would like to share your thoughts with me and talk about how to best use this knowledge for marketing ideas, just scan your workbook and email it to me. or better yet, meet for me a cup of coffee and I would be happy to review it and help you continue on your adventure.

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