

SHARPE CREATIVE



BRAND STRATEGY WORKBOOK

HELPING SMALL BRANDS FEEL BIG, BRAVE & BOLD.

INTRODUCTION

BRANDING IS ABOUT UNDERSTANDING WHO YOU ARE.

Most people, when asked what is interesting, special, and unique about them, don't know what to say. So, they respond in a way that is very generic and hides all the great things others may see in them that they can't see in themselves.

Brands can be the same way. That is why it is key to put purposeful effort into really digging into who you are. This workbook will help us think about what you do, how you do it, and why. This will give us a good picture and create alignment on WHO your brand is.



WHAT

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HOW

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WHY

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WHO



WHAT DO YOU DO?

It seems obvious. It is pretty easy to align on *what* you do, right? Many brands obviously know *what* they do, but we need to get to how to best articulate it to the outside world. You know what you do. But, we need to make that crystal clear externally.

DRIVE-BY PITCH

You are driving by a potential customer. You have one sentence to shout and describe what you do as you whiz by... In one sentence, shout what you do as a business as succinctly as possible.

Now, that you have screamed at a perfect stranger from your car, you stop and turn the car around... What are a few points you wish you could have tacked on to your initial shouting session?

THE COMPETITION

Let's identify who else does *what* you do. List some Direct Competitors and Indirect Competitors.

DIRECT COMPETITORS

INDIRECT COMPETITORS

WHAT IS THE DIFFERENCE BETWEEN DIRECT AND INDIRECT?

Direct Competitors have the same or similar products and services, audience, and price points. **Indirect Competitors** take a different approach and have alternative products and services. They have an audience with the same goals and comparable price points.

BRANDS YOU ADMIRE

Are there brands you admire that are in your industry or a similar industry? List any below.

We can learn a lot from those who are different. What brands that are completely unrelated to your industry do you admire?

What aspects of these listed brands do you admire or aspire to adapt?

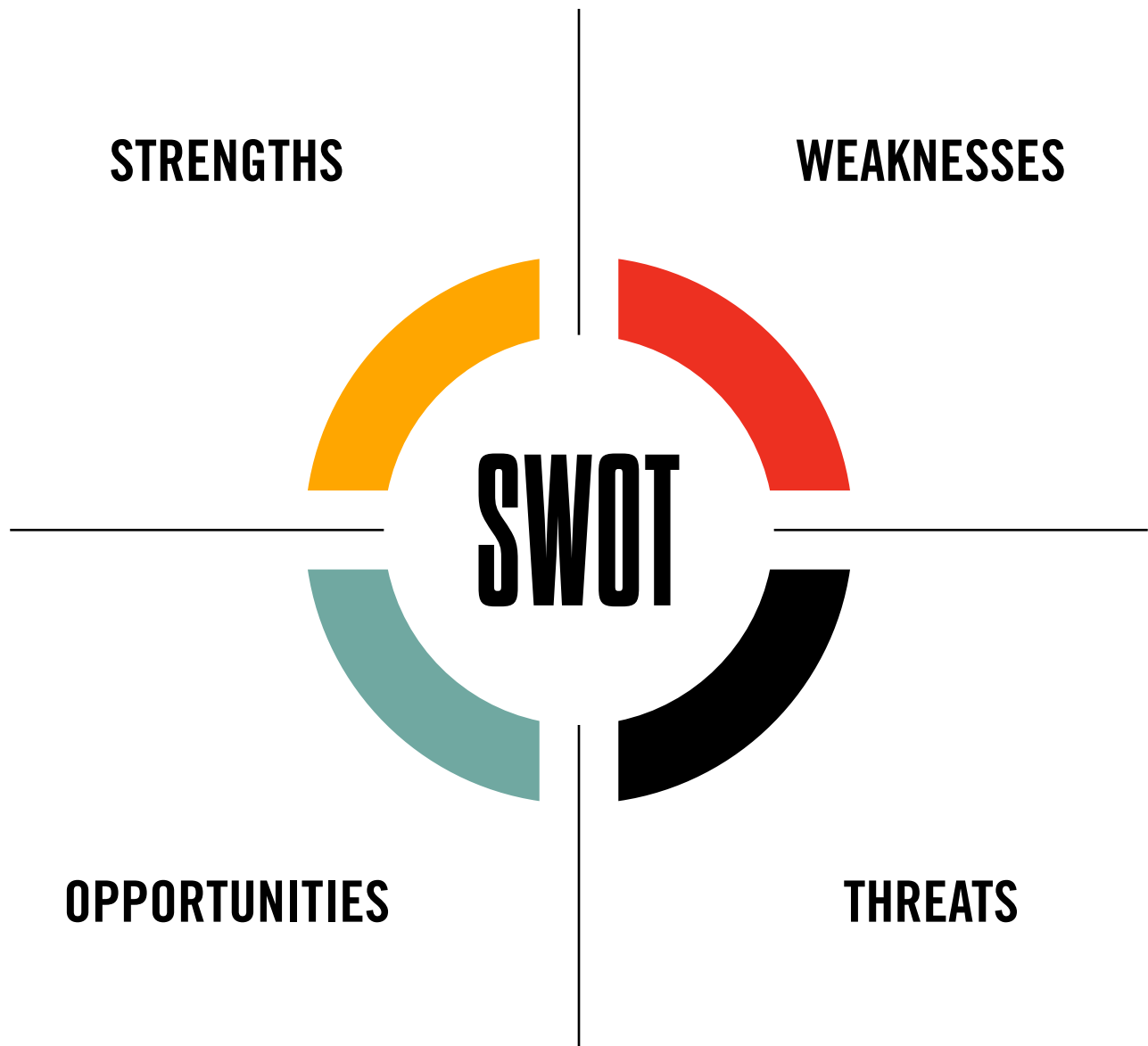


HOW DO YOU DO?

Lots of people might do *what* you do. Fewer people do it *how* you do it. Let's try to figure out your secret sauce and why customers should choose you.

SWOT ANALYSIS

Thinking about strengths, weaknesses, opportunities and threats can give us great insight into *how* you do what you do.



WHAT ARE YOUR STRENGTHS?

What is your competitive advantage? What key resources do you rely on? What products or services are top performers?

WHAT ARE YOUR WEAKNESSES?

Where can you improve? What products and services are underperforming? Where are you lacking resources?

WHAT ARE YOUR OPPORTUNITIES?

What are things you can leverage to make improvements? What new markets segments or industry efforts might you explore?

WHAT ARE YOUR THREATS?

What types of things threaten internal operations? What do your competitors do really well? What consumer or industry trends threaten the business?

INDUSTRY FRUSTRATIONS

Sometimes, things that you feel are broken can be motivators to rise above. What are some things about your industry do you feel are fundamentally broken? How do you fix or aspire to fix these things?

WHAT IS BROKEN?



WHAT CAN YOU FIX?



YOUR SECRET SAUCE

You are highly experienced in what you do. So, is your competition. You have a thing or things that only you can do in the way that you do it. Dig deep. What is your secret sauce(s)?

TOOT YOUR OWN HORN

This question is hard. You are so used to what you do day-to-day, you probably don't see your secret sauce. It has just become the way you have come to do things. Nothing special, right? But, you have probably spent a lot of time, successes, and failures to get the recipe right. Go back in time before you had things more ironed out. Think about when the "sauce" was made.



WHY DO YOU DO IT?

There are people who do what you do and maybe even a few who do it in a similar way. Your motivations can be a differentiator and a driving force in how you communicate with your audience.

MOTIVATIONS

In starting to think about your purpose, why are you doing *this*?

Why are you putting effort in and investing in working on your brand?

Why now and what do you feel is to gain by doing it well?

When it comes to your brand, what do you feel are current barriers?

Complete this statement...

IF ONLY

THEN WE COULD

BACK TO THE FUTURE

When you refresh or develop your brand, you want it to reflect where you are and take you where you are going. High-level, where do you see the business in 3+ years? What about 5+ years?

IN 3+ YEARS WE WILL...

IN 5+ YEARS WE WILL...

Dream big. What is a big, hairy, wild and probably even questionably attainable dream or vision for the business?

WORK ON PURPOSE

Put yourself in a perfect utopia. You don't need money. Think about the aspects of your business that get you out of bed. What drives you and what would you keep doing for free? Describe what is fulfilling.

CONNECTING WITH HUMAN BEINGS

Knowing your purpose can go a long way. Whether you are B2B or B2C, it doesn't really matter. At the end of the day, you are still trying to speak to other human beings. We all seek purpose. Understanding and being confident in yours is magnetic.



WHO ARE YOU, REALLY?

All the prior sections are starting to help us form a stronger sense of *who* you are. These questions will add more clarity about the personality of your brand.

PERSONALITY TRAITS

List some adjectives you would use to describe the brand and/or what you would hope the brand would convey in the future?

This one is hard but important. Hopefully, the previous pages have sparked some ideas... Your brand is a person. How would you describe them? You can use some of the previous adjectives but get as creative and detailed as you can. Lacking personality doesn't make friends. 😊

WELL DONE EXAMPLE

He is a well-liked pizzaiolo. Clean cut (but, maybe with a few tattoos). He is able to make pizza appear effortless, and knows how to host a great party. He is really funny, and quick with a joke. Above all he is kind and generous with those around him.

TEMPERATURE CHECK

Plot where your brand falls or where you would like your brand to be on the ranges below? This will help define how to express the brand.

Personable & Friendly

Corporate & Professional



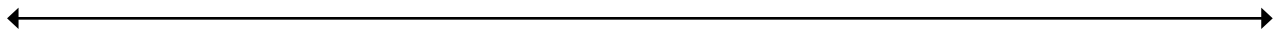
Spontaneous & Energetic

Thoughtful & Methodical



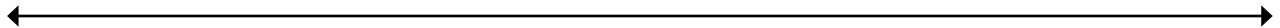
Modern or high tech

Classic & Traditional



Cutting Edge

Established



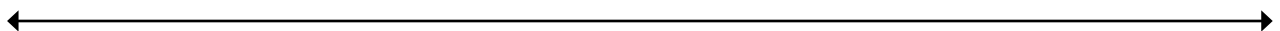
Fun

Serious



Accessible to all

Exclusive



BRAND ARCHETYPES

Brand archetypes can really help to personify the brand and ultimately help frame up how we express the brand outwardly. There are twelve main brand archetypes (below). The link gives a great explanation of brand archetypes and outlines each one. It even connects pop culture icons to the archetype. Hey, maybe your brand will be Yoda! It is OK to pick a first, second and maybe even third choice. Personalities are never one-dimensional. Reference the link, check which archetype(s) you feel most aligned with your brand.

Explore Archetypes→

THE OUTLAW

THE JESTER

THE CREATOR

THE MAGICIAN

THE EVERYMAN

THE INNOCENT

THE HERO

THE CAREGIVER

THE SAGE

THE LOVER

THE RULER

THE EXPLORER

Briefly explain why you made these selections.

WHO IS YOUR IDEAL CUSTOMER?

Describe your ideal customer as a person the best you can.

What do they most care about?

What are some major pain points? What do they look to you to solve?

How should they feel during and after working with you?

NOTES

Use the space below to document any additional insights.



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