



BRAND DISCOVERY
WORKBOOK

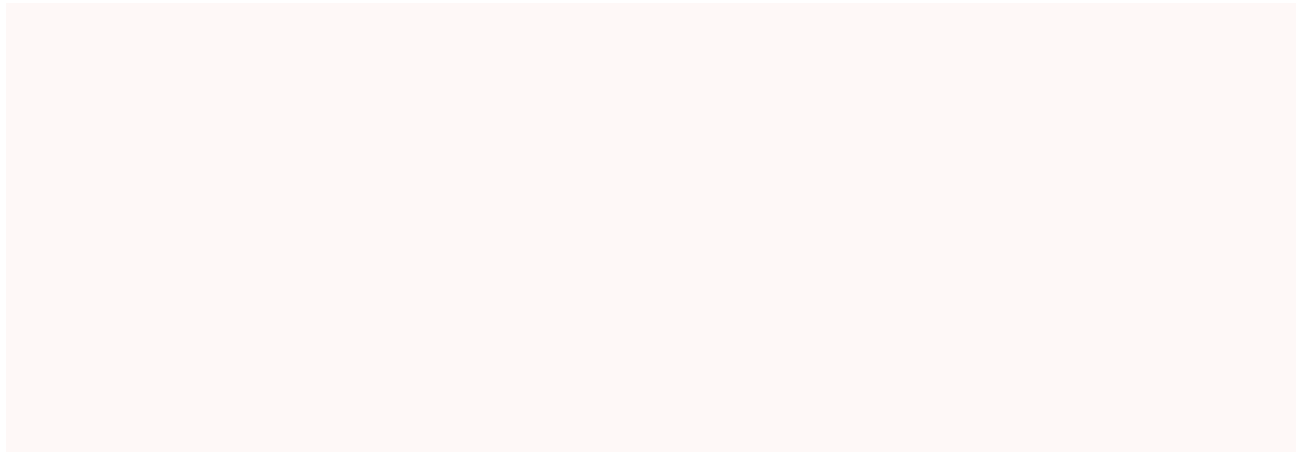
WHAT IS A BRAND?

seth godin defines a brand as

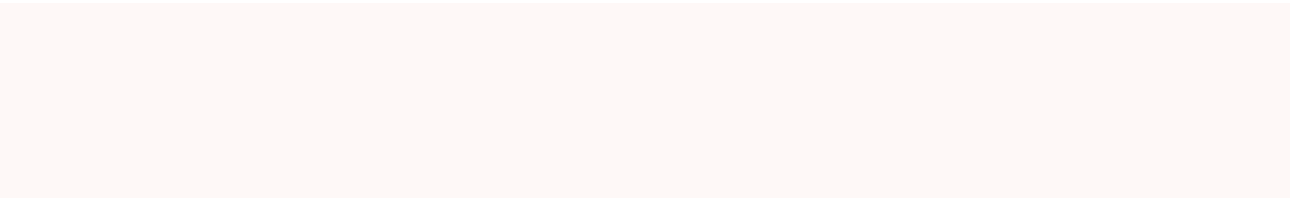
"the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another."

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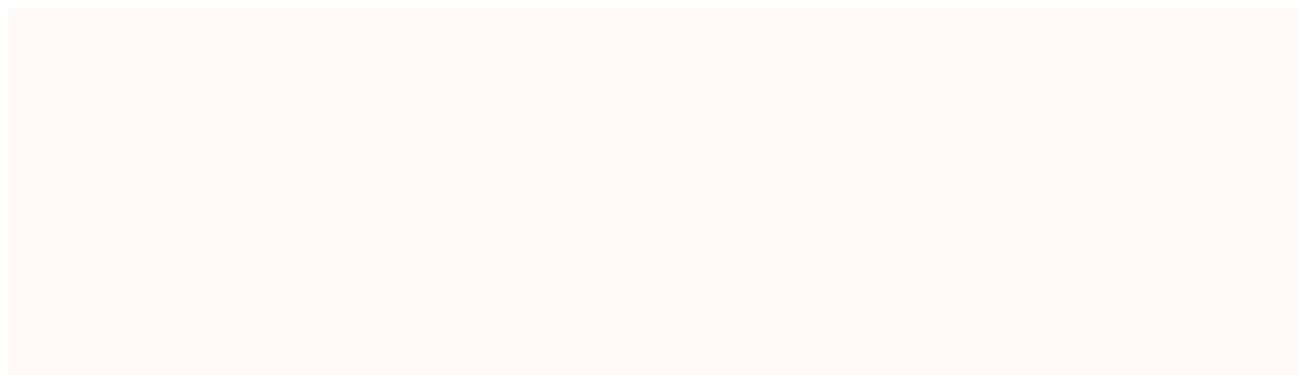
What is your business purpose? What do you do/offer?



What adjectives best describe your company?



What is your brand/business mission?



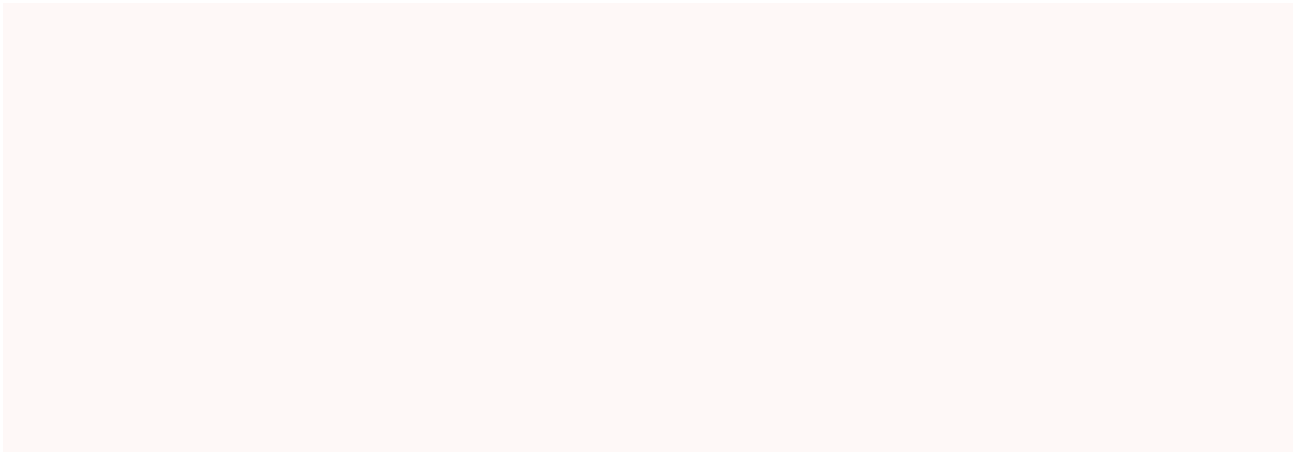
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What makes you/your business unique?

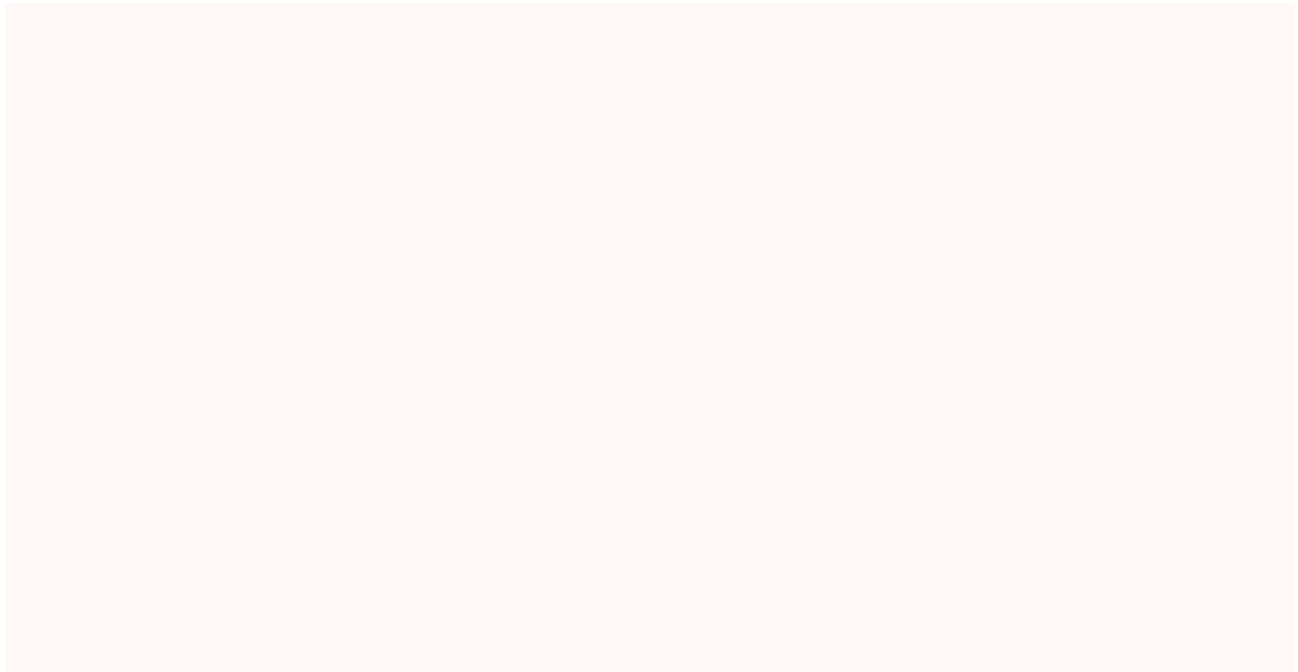
Why would your ideal customer/client want to work with you?

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What are your core values?

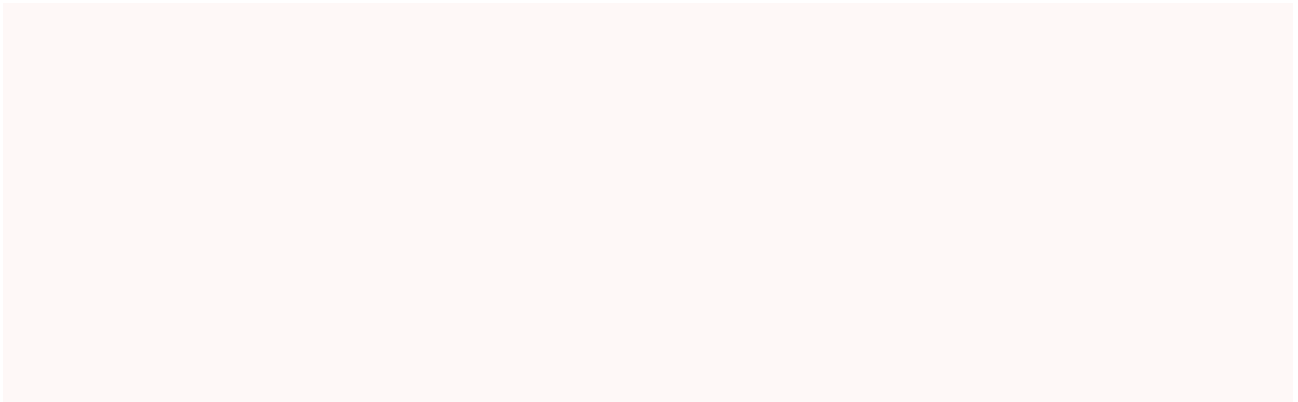


Why do you do what you do?

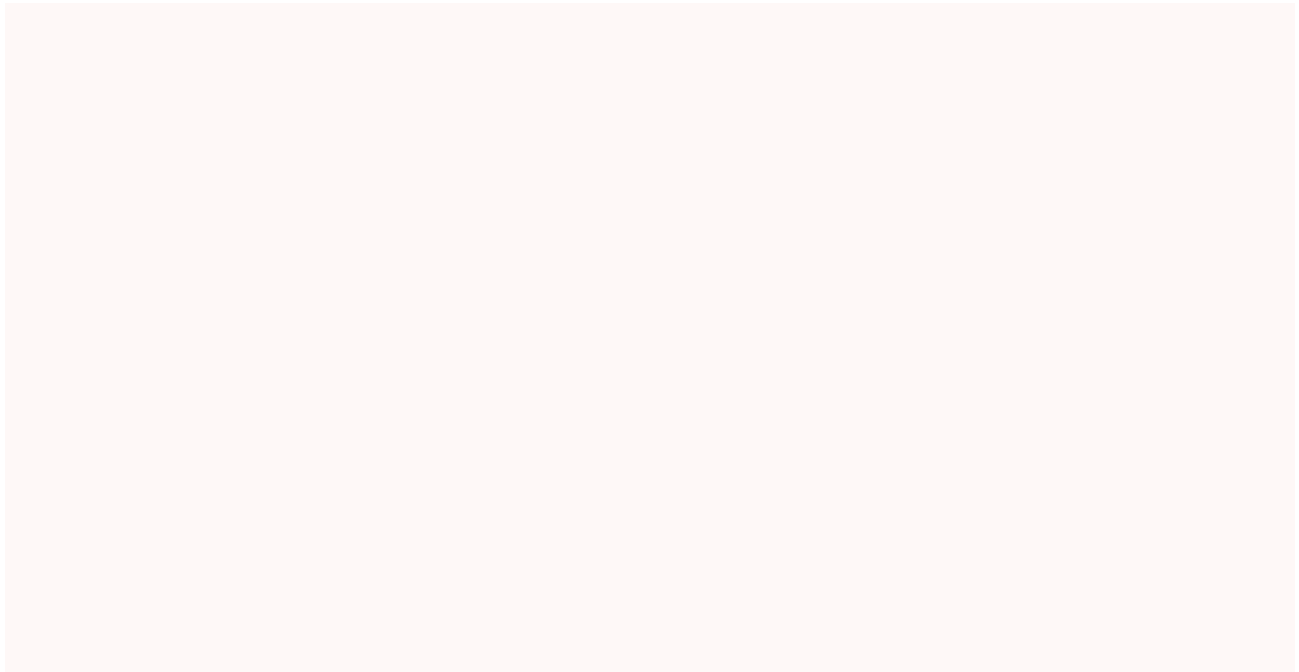


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How do you want your audience to feel when they interact with your brand?



What is your business excellent at?



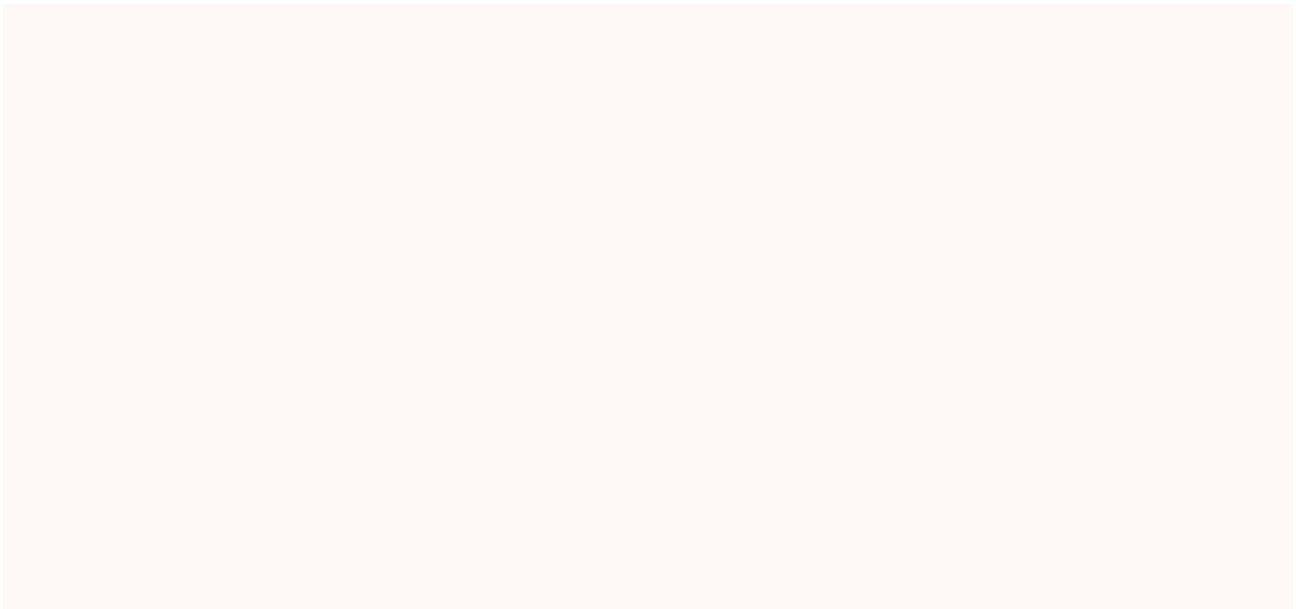
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Who is your client / target audience?

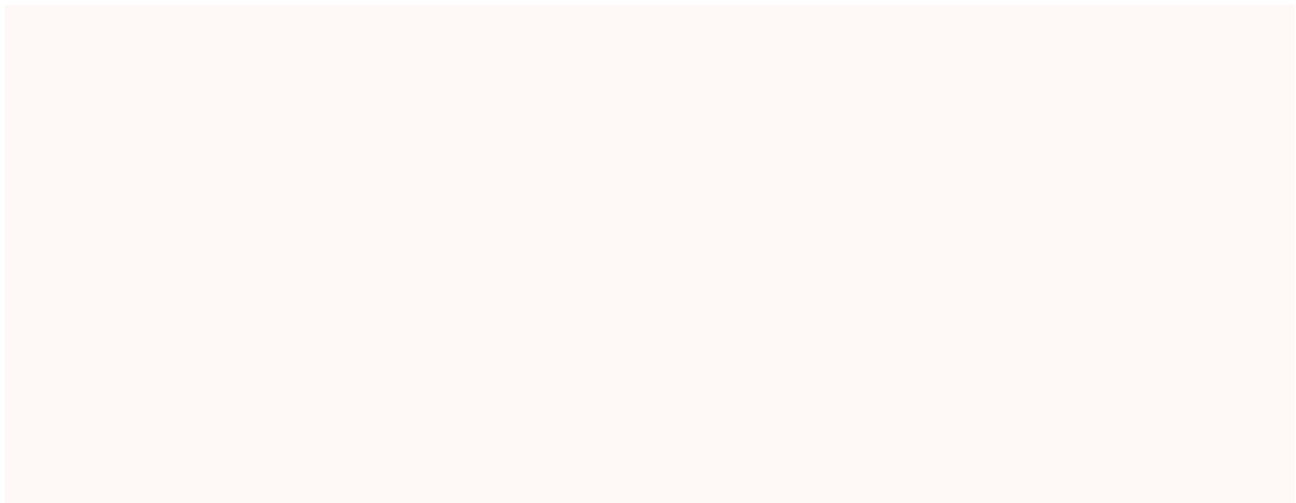
Let's get more details on your ideal customer. What are their interests, what do they watch on tv, shop, travel etc. What makes them tick? What are their goals and dreams?

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What is your client / target audience's most basic problem, that you have the solution for?



How do you solve their problems?

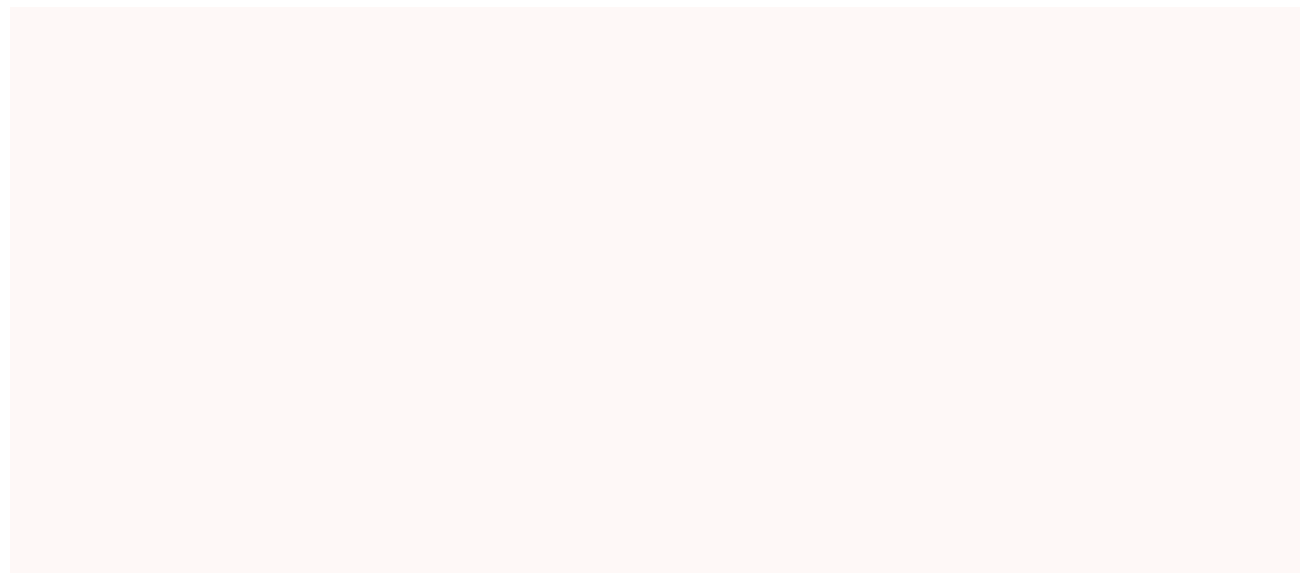


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If your brand were a mix of stores / brands,
what ones would they be and why?



What are your 1, 3, and 5 year goals for your business?



let's create your

YOUR INTRODUCTION

Your introduction explains who you are, who you help
and how you help them

I'm _____.

I work with / I create products for / I train / I coach / I speak to / I
serve people who ...

: love ...

: hate ...

: need ...

: crave ...

: can't figure out how to ...

: struggle to ...

: are looking for ...

: desperately want ...

: are totally over ...

: are totally ready for ...

I help them / I remind them / I train them / I give them the tools to / I
show them how to ...

: have more _____, while sprinkling in a little _____.

: get more _____, while making it feel like _____.

: deal with _____, while getting more _____.

: get exactly what they want, which is _____.

: bring more _____ into their lives.

: turn _____ into _____.

: resolve _____, once + for all.

: look + feel totally _____.

fabulous!

YOUR INTRODUCTION

Write out your business introduction here



next steps

WHAT DID YOU LEARN ABOUT DEFINING YOUR BRAND?

What's in a name? How will you name your business
or change your name?

Which colors are you most drawn to? Which ones turn you off?

What kinds of typography click with you?

What are some visual elements that resonate with you and your
brand?

Ready to put it all together?

Make a secret pinterest board named

"BRAND IDENTITY INSPIRATION"

and invite me
(melanie@luckyandlovely.com)