

BRAND CLARITY WORKBOOK

BUILD A BRAND THAT ENGAGES YOUR
IDEAL CLIENT & SELLS



WELCOME

This Branding guide has been compiled by me, Kat Potter! I'm a freelance Graphic Designer and Illustrator from Brisbane, with a passion for branding. Helping other business owners fall in love with and grow their business is what I enjoy most.

A common mistake that people make is thinking that a business name, a website and a logo are all they need to get going. Sure, it's a start.

It's a great start. But, without a brand strategy, you'll find it hard to build trust with your ideal customer and difficult to grow your business.

This guide asks all the question you'll need to help **nail that strategy!**



WHAT IS BRANDING?

A great brand will speak to your target audience and show people who you really are.

A brand is much more than the way you present your business visually.
A brand also communicates your business vision and voice.

It's everything you would love your customers to think, feel, know and experience with your business.

Your brand strategy can be a mixture of these elements:

- brand name
- logo
- tagline
- shape (for products)
- graphics or illustrations
- colour
- sound
- movement
- smell
- taste

When all the aspects of your brand are working together, you'll have a powerful tool to help your business stand out and outshine your competitors

WHAT IS A BRAND STRATEGY?

A brand strategy is plan for your business.

It will help you get clear on:

- What you do
- How you do it
- Who you're helping
- The feelings you want people to have when they interact with you

It works to help you uncover what your brand should look, feel and sound like.

A good brand will:

- Connect with your dream clients
- Build credibility and trust
- Share your story and values
- Show people how you are different to the competition
- Be consistent

WHY IS BRANDING AND A GOOD BRAND STRATEGY SO IMPORTANT

Strong branding is important for business growth

A strong brand strategy lights up your business

When you have a strong brand and a clear purpose, buyers will see the difference between your offering and your competitors.

Branding builds credibility

With a consistent and recognisable brand, your business will start building credibility. In turn, you'll encourage customers to trust your offerings, put faith in your brand and consistently buy from you.

Branding shares your story

A brand strategy helps you share your business story more effectively. Your brand helps to explain who you are, what you do, who you do it for and why you do it. Helping your ideal customers decide if you're the right fit for them.

Branding inspires customer loyalty

A brand strategy will build recognition and loyalty for your business. By using your brand to show what your business stands for, you will develop connections with people that have similar values.

Consistent branding helps you run your business

As a business owner, you want to make running your business as smooth as possible. By developing a strong brand strategy, with a go-to "brand rule book" you can easily keep things consistent and make quicker decisions when it comes to engaging with your ideal customers.

You won't have to question what colours or fonts you should use on your website, or what tone of voice to use in your communications. Because it's already been done.

ALL ABOUT YOU

LET'S GET TO KNOW YOU & UNCOVER YOUR "WHY"

It's important that as a business owner YOU are part of your brand personality.
Who is the person behind the business?

- ➔ **What are 5 words that describe you emotionally?** *Eg. fun, compassionate, strong, professional, creative, patient, shy.*
- ➔ **What do you stand for? What are you passionate about?** *Is there a topic/s your could talk about all day? What is it?*
- ➔ **What are your strengths and weaknesses?** *What do you do really well, what do you need to work on?*
- ➔ **Why do you work with in your chosen industry?** *What made you get started and why?*
- ➔ **What values do you hold the closest and why?** *Eg. Family, spirituality, social justice, honesty.*
- ➔ **What topics do you love learning about?**

ALL ABOUT YOU CONTINUED . . .

- If there was something you could change in the world, what would it be?
Is there a cause your believe in?
- What do your friends and family love about you?
- What has surprised you the most about how your life has turned out?
- What is your communication style? *Assertive, confident, articulate, hesitant.*
- What do you love to read/watch/listen to? *Think about your favourite podcast topics, the books sit next to the bed, music playlists.*

IDEAL CLIENT

WHO IS YOUR IDEAL CLIENT?

In the following pages, you'll uncover all of the information that makes your ideal client "tick". ...So you can truly understand them.

Think about the people who currently buy from you and who you want to sell to. Yes, you might want "everyone" to love your product or service, but realistically who's going to love it, use it and need it the MOST?

As you work through the questions, think about the clients you've enjoyed working with in the past. Who are the the customers that have made selling a breeze? Who's the one person that's going to love and need your product or service the most? THAT'S your ideal client!

→ Gender?

Female

Male

Both/Either

→ How old are they?

0-12

12-18

18-25

25-35

35-45

45-60

60+

→ Where do they live?

City

Middle Class Suburbia

Affluent Suburbia

Poorer Area

Rural

Coastal

Other _____

→ What is their relationship status?

→ Do they live alone, or with a partner, flatmate, parents?

→ Do they have children and if so how old are they?

IDEAL CLIENT CONTINUED . . .

- Do they have pets and if so, what kind? What are their names?
- What do they do for work and what is their annual income?
- What is their budget like? Are they good or bad with their money?
- What is their education level?
- What do they like to do for fun?
- What sort of movies do they like?
- What TV show do they watch?
- What music do they listen to?
- What do they like to read?
- What social media platforms do they frequent?
- Where are their favourite places to shop?
- What's their favourite food?

IDEAL CLIENT CONTINUED . . .

- Do they drive or catch public transport? What sort of car do they drive?
- What are their core values?
- What frustrates them?
- What problems are they currently working through or facing in life?
- How would your product or service help them? What problem/s do you solve for them?
- What would stop them from buying your product or service?

IDEAL CLIENT AVATAR PROFILE

Next, use the information you've gathered, along with the template on the following page to create your own "ideal client avatar profile".

Creating this fictional character with all the specific details, gives you a deep description of one single person and tells their story - Helping you to create targeted messaging in your branding.

- When you're writing, write like you are talking to THAT person.
- When you're creating graphics or imagery for your business, use colours shapes and fonts that you know are going to grab the THEIR attention.
- And when marketing to them, market on platforms you know that THEY are using.

IDEAL CLIENT AVATAR PROFILE

IDEAL CLIENT PHOTO

Find a photo of what your ideal client might look like and attach it here

Name: _____

Gender: _____

Marital status: _____

Age & number of children: _____

Location: _____

Occupation: _____

Job title: _____

Annual income: _____

Education level: _____

INTERESTS

INFORMATION SOURCES

PROBLEMS & CHALLENGES

GOALS & VALUES

BRAND PERSONALITY

LET'S LOOK AT YOUR BRAND'S PERSONALITY AND OUTLINE YOUR MISSION, VISION AND CORE VALUES

Brand personality relates to the human traits and characteristics we give to a brand. People buy from businesses they can relate with.

- ➔ **What are 5 words that describe your business?** *Eg. Fun, compassionate, strong, creative*

- ➔ **What does your business do? What products or services do you provide?**

- ➔ **How do you want your customers to feel when they use your product or service?**

- ➔ **How do people benefit from your products or services and what positive impact do you give them?**

- ➔ **Is there something special your business is known for?** *Eg. Family run for 50+ years, quality customer service, the pet dog/bird/cat who lives in the shop, locally sourced.*

- ➔ **Taking into account your answers to the 5 questions above, how do you think your brand should sound? This is known as your “brand voice”.** *eg. If your business is quirky and fun, you might use humour in your writing style.*

[Learn more on how to find your brand voice here](#)

BRAND PERSONALITY CONT . . .

- ➔ **What is your business name and how did you come up with it?** *Is there any special meaning behind it?*
- ➔ **How can you combine your personal core values into the values within your business?**
- ➔ **What are your businesses Core Values and why?** *Your business values are what you live by and they're a large part of your branding and mission statement. e.g.: Quality, Accountability, Reliability, Knowledgeable, Fun* [Learn more on how to identify your core values here](#)
- ➔ **What influence do you want you business to have on others? What is your Vision?** *Think about where you see your business going in the next 3-5 years? What do your want you business to do and achieve in the future?*

Learn more on how to write a Vision Statement [HERE](#)

A business's vision statement looks towards the future and represents what you want to create, do and achieve. A vision statement is short a sentence (or two) about the future of your business and its impact on others.

- ➔ **What is your Mission?** *Think about who you are? What you do or make? Who you do it for? What is the purpose of the product or service? How do you want to do it? ...Don't forget to take into account your customers & employees.*

Learn more on how to write a Mission Statement [HERE](#)

A business's mission statement is a sentence that describes your purpose. It tells the world your business exists and why. It focuses on what your business currently does.

- ➔ **Does your business have a tag line?** *A tag line generally summarises your mission. Keep in simple and tell people who you are in a few catchy words.*

COMPETITION

WHO ARE YOUR COMPETITORS?

As a business owner it's important to know who you're competing with and how you are different. You need to know how big or small your market is and where you sit within it.

➔ Google Them

Get started with a good old Google Search. What are the keywords or phrases people would use to find your business?

*Pop these keywords into Google and see who else is out there, other than you.
Be sure to include your area in your search to see who else is near by.*

*Have a good snoop around their website and see what information you can find.
This can help show you where your businesses are the same and where they differ.*

Be sure to check out both your [direct and indirect competitors](#).

➔ Check Out Their Social Media

- Facebook, Instagram, LinkedIn, Pinterest.
Look up the businesses you found in your Google search on social media.
- Business will share up and coming deals, facts about their industry, latest news and blog posts. Take note of what they're sharing and which social media sites they mainly use.
- Keep an eye on your Local Facebook groups to see who people are recommending. This will also give you a bit of an insight into your competition.

➔ Shop With Them

- Visit their business or store, whether it be online or a physical premises.
- Get a copy of their price-list, catalogue or flyer if possible.
- Depending on the industry, you may be able to purchase their product to check the quality and see how yours measures up/differs.

Be sure you always conduct yourself ethically when researching your competitors.

[Learn more on how to How to Conduct a Competitive Analysis here](#)

COMPETITION CONTINUED . . .

- ➔ **Who are your top 3 competitors?**
 - 1.
 - 2.
 - 3.

- ➔ **What is working well for each of them and why would your customer choose them over you?**

- ➔ **What isn't working for each of them?** *eg. outdated website, limited social media presence, poor product quality*

- ➔ **What is your business doing better? Or if you're a new business, how are you going to aim to do things better?**

- ➔ **What makes you different to each of them?** *How do YOU do things differently?*

BRAND VISUALS

WHAT SHOULD YOUR BRAND IMAGERY LOOK LIKE?

Brand imagery should use colour, shapes and font styles that engage your target audience and appeal to their demographic.

→ Colours can work well together to communicate feelings and emotions. When it comes to creating your brand, try using colour psychology to evoke feelings that match your brand's values and spark the attention of your target market.



→ List five feelings that are associated with your business, product, or services?

→ What colour or combination of colours represent these feelings?

Don't fall into the trap of choosing colours JUST because you like them. You need to make sure the colours are going to appeal to your target audience & express the right feelings too.

BRAND VISUALS CONTINUED . . .

➔ **What sort of imagery, colours and fonts style do you think are going to grab the attention of your target audience?** *Think about the answers you've given in the previous pages of this document.*

➔ **Create an image library, like a Pinterest Board to collect inspiration**

Pinterest is the perfect tool to help collect inspirational images for your brand. It works like a digital scrapbook, where you can keep all of your ideas together. Share them with your brand designer so they can "see what your thinking" or refer back to them for inspiration if you're DIY'ing your logo and brand visuals.

Head over to [Pinterest](#) & create board specifically for your branding. If you're super organised, you can even create sub categories for fonts, colour pallets and logos.

➔ **Get Searching**

This is the fun part! Look for imagery that conveys your brand personality.

Refer back to the 5 words you used to describe your business in the "Brand Personality" section of this document and search for things like;

- Logo's
- Branding
- Colour pallets
- Styles
- Fonts and typography
- Imagery

(E.g. happy logo's, fun branding, feminine typography and fonts, creative colour palettes etc.)

Give yourself time to compile your visuals as you'll find new ideas may come to you over time. Revisit your board over the course of a few days and ensure you are only pinning relevant graphics.

BRAND VISUALS CONTINUED . . .

→ Review your Pinterest Board

- Make sure you don't have too many pins (*I recommend no more than 40*).
- Remove any pins that aren't relevant, or that you're just not loving.
- Ensure there is consistency with styles you have pinned so you or your designer have a clear idea of the direction you are thinking.
- Add comments on your pins and say what you do and don't like about the image.

→ Create a Mood Board

A mood board is a collection of images, colours, textures, patterns and text that have been put together to show a particular feeling or "mood".

It helps to ensure everything is kept consistent and aligned when developing your brand visuals.

If you're hiring graphic designer, they will create this for you before at the beginning of your branding project. I recommend a professional designer takes the reigns from here on in, but if you are heading down the diy road, this is where you pull all of your ideas together and create a collage from a selection of your pinned "inspirational images".

You can print off your images and do an old fashioned cut and paste, or many diy designers, like to take screenshots from their Pinterest search, then use a program like [Canva](#) to curate their board.

You can include:

- Photos
- Patterns and shapes
- Colours
- Illustrations
- Textures
- Word or quotes that describe your brand

Learn more on how to create a moodboard in Canva here:

<https://www.canva.com/learn/make-a-mood-board/>

WELL DONE!

If you've made it to the end of this document, you've just laid the groundwork for your businesses brand.



**DO YOU NEED HELP BRINGING
YOUR BRAND TO LIFE?**

Email me at

katrina@littleblackkat.com

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