



SECURE THE BRAND:

POSITIONING YOUR BRAND IN 7 STEPS



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Branding 101

NON-VISUAL BRAND

- Brand Values/Mission
- Brand Message
- Elevator Pitch
- Tagline or Catchphrase

YOUR OFFERING

- Specific Niche
- Target Audience
- Product or Service
- Clearly Defined Benefits
- Features of the Offer
- Unique Value

BRAND IDENTITY

- Brand Personality
- Social Media Profiles
- Mood Board
- Brand Style

BRAND ELEMENTS

- Logo
- Color Palette
- Font
- Mockups
- Images

ONLINE FOOTPRINT

- Website
- Salespage
- SEO
- Custom Domains
- Social Media (optional)

MARKETING

- Email List
- Email Sales Funnel
- Testimonials for website
- Opt-In for website
- Special Promotions
- Call-to-Actions

STEP 1:

Crafting Your Non-Visual Brand

What are the core values of my brand?

What brand message do I want to convey to my audience?

Draft your elevator pitch below in 2-3 sentences.

STEP 2:

Creating Your Offer

Who is my ideal target audience?

What problem does my offer solve for this audience?

What features does my product or service offer?

What benefits does my product or service offer? Note: Benefits and features are not the same.

What makes my offer different from the competition?

STEP 3:

Discovering Your Brand Identity

How would I describe my brand's personality?

What best describes my brand style?

- | | |
|--|--|
| <input type="checkbox"/> Bright & Bold | <input type="checkbox"/> Chic |
| <input type="checkbox"/> Soft & Soothing | <input type="checkbox"/> Chill Vibes |
| <input type="checkbox"/> Vintage | <input type="checkbox"/> Professional |
| <input type="checkbox"/> Hip & Modern | <input type="checkbox"/> Sophisticated |

How do I want to present my brand to my audience?

Brands that inspire me...

Note: It is never a good idea to copy a brand. Use the above brands as inspiration as you develop your unique identity not adaptation.

STEP 4:

Coordinating Your Brand Elements

What are the primary colors of my brand?

What font style will I use?

What type of elements will I use for my brand?

- | | |
|------------------------------------|--|
| <input type="checkbox"/> Mockups | <input type="checkbox"/> Graphics |
| <input type="checkbox"/> Imagery | <input type="checkbox"/> Product Demos |
| <input type="checkbox"/> Headshots | <input type="checkbox"/> Symbols |
| <input type="checkbox"/> Logo | <input type="checkbox"/> Slogans |

What aesthetics fit my brand personality and style?

STEP 5:

Making Your Online Footprint

How will I optimize my online content?

What keywords describe my brand? Hint: You have now started SEO!

What type of elements will I use for my brand?

- | | |
|---|---|
| <input type="checkbox"/> Website Domain | <input type="checkbox"/> SEO |
| <input type="checkbox"/> Email Domain | <input type="checkbox"/> Alt Text |
| <input type="checkbox"/> Social Media Handles | <input type="checkbox"/> Opt-In Form/Button |
| <input type="checkbox"/> Email Host | <input type="checkbox"/> Audio or Video |

Other ways I will increase my online and offline presence...

STEP 6:

Building Your Marketing Strategy

What strategies can I implement to help me grow my email list?

What is my brand story so that I can share it with my audience?

What special promotions can I do to draw attention to my brand?

What specific Call-to-Actions can I use to attract leads?

STEP 7: Building Your Marketing Strategy

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