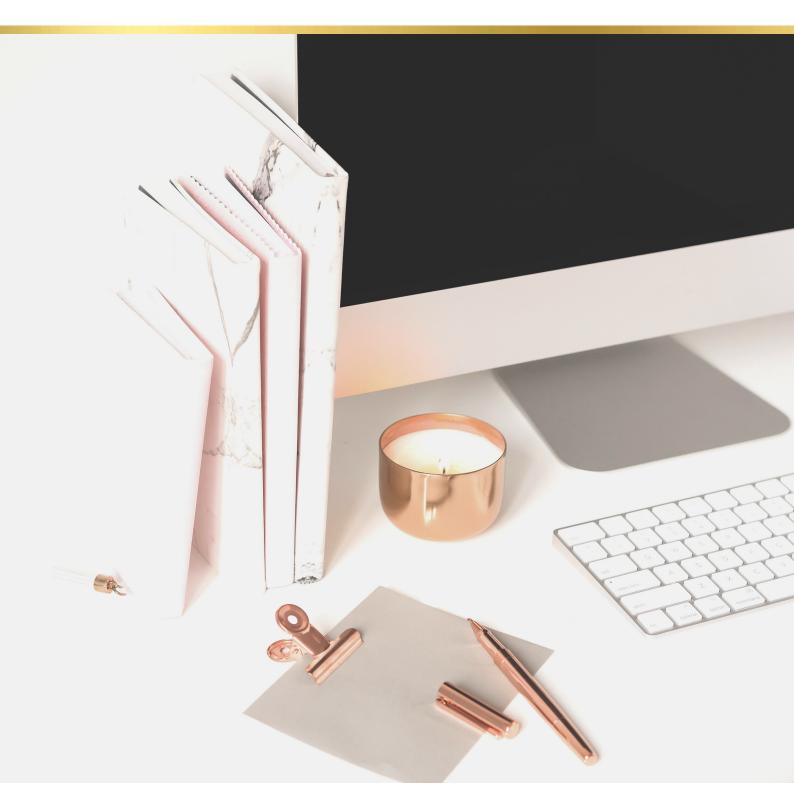


SECURE THE BRAND:

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

BRAND IDENTITY

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

ONLINE FOOTPRINT

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

YOUR OFFERING

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

BRAND ELEMENTS

- Logo
- Color Palette
- Font
- Mockups
- Images

MARKETING

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

STEP 1:

What are	the core values c	f my brand?		
What bra	nd message do I	want to convey to	my audience?	
Draft yo	ur eleveator pitc	h below in 2-3 sen	tences.	

STEP 2:

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 offen different from the commetition?
What makes my offer different from the competition?

STEP 3:

Discovering Your Brand Identity

What best describes my brand style? Bright & Bold Chic Soft & Soothing Chill Vibes Vintage Professional Hip & Modern Sophisticated How do I want to present my brand to my audience?	
 Bright & Bold Soft & Soothing Vintage Hip & Modern Chill Vibes Professional Sophisticated 	
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 Bright & Bold Soft & Soothing Vintage Hip & Modern Chill Vibes Professional Sophisticated 	
Soft & Soothing Chill Vibes Vintage Professional Hip & Modern Sophisticated	
Soft & Soothing Chill Vibes Vintage Professional Hip & Modern Sophisticated	
Vintage Professional Hip & Modern Sophisticated	
Hip & Modern Sophisticated	
How do I want to present my brand to my audience?	
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 develop your unique identity not adaptation.	

STEP 4:

Coordinating Your Brand Elements

STEP 5:

How will I optimize my online content?	
What keywords describe my brand? Hint: You hav	ve now started SEO!
what keywords describe my brand: Time Tou hav	c now started blo:
What type of elements will I use for my brand?	
What type of elements will I use for my brand?	
Website Domain	SEO
Email Domain	Alt Text
Social Media Handles	Opt-In Form/Button
Email Host	Audio or Video
Other ways I will increase my online and offline p	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

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?
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