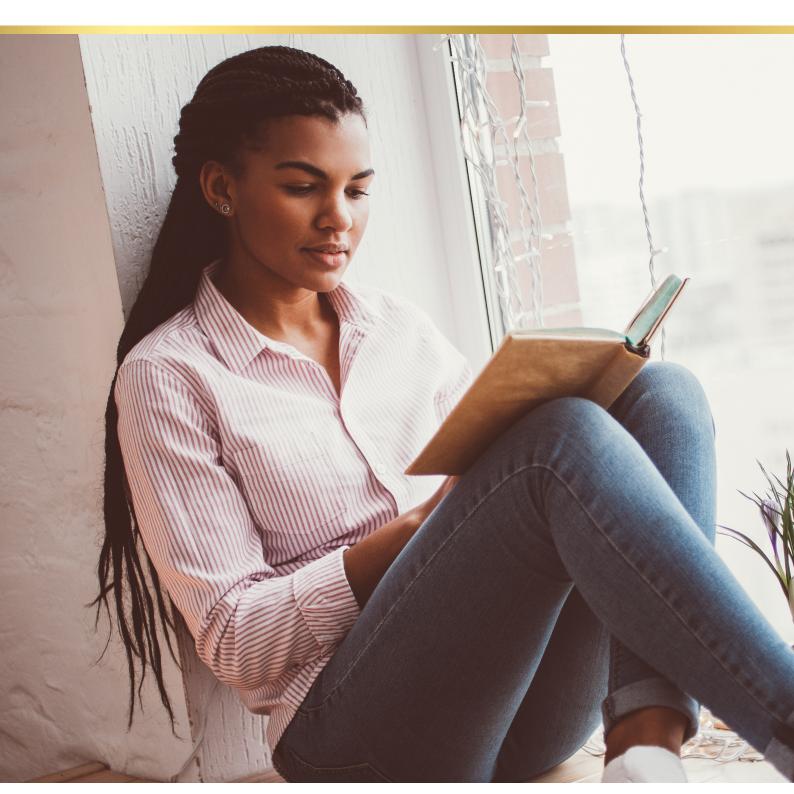


SECURE THE BRAND:

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 eleveator 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 7 dentity

How would I describe my brand's personality?	
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?	
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? Mockups	Graphics
Imagery	Product Demos Symbols
What aesthetics fit my brand personality and style?	
Logo	Slogans

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?		
Website DomainEmail DomainSocial Media HandlesEmail Host	SEOAlt TextOpt-In Form/ButtonAudio or Video	
Other ways I will increase my online and offline [presence	

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: Creating Savvy Systems

What are my current business activities?
What tools do I need to conduct my business activities?
What systems do I need to establish to make operations smoother?
What business activities can I outsource?

PROFIT STRATEGY SESSION

AVERRI LIGGINS BRAND & PROFIT ACCELERATOR STRATEGIST

Gain more clarity with a step-by-step plan to build your profitable brand.

We'll chat on the phone for 25–30 minutes. It's a stress-free opportunity to discuss business goals and next steps so you no longer feel overwhelmed and frustrated.

Click Here to Schedule