

# Branding You

Design Your Who, What And Why

## Workbook



# YOUR TRUE POTENTIAL

IGNITE YOUR POWER WITHIN

# Market Research

Define your target market by using the profile specifics in the tables below.

<b>Target Demographics</b>	
Age	
Gender	
Income Level	
Family Situation	
Location	
Other	

<b>Target Psychographics</b>	
Worries	
Fears	
Self-Image	
Attitudes	
Problems	
Other	

<b>Target Shopping Habits</b>	
What other brands do they use?	
Savers or Impulsive Shoppers?	
Big Spenders or Cautious?	
Other	

<b>Target Hopes</b>	
What products would they like to see?	
How are companies failing to meet their needs?	
Other	

# Define Your Brand

Answer the following questions. Think about what your brand really encompasses, and how you can present it to your prospective clients.

<b>UVP Questions</b>	
What do you do?	
What do you <i>really</i> do (in other words, what is the benefit to your customers)?	
What makes you different?	
What do you do better than the competition?	

<p>What parts of the market do you speak to but that your competitors don't?</p>	
<p>What parts of the market would you <i>like</i> to speak to that your competitors don't?</p>	
<p>What do your customers or clients think about you?</p>	
<p>What are the goals of your business?</p>	

## **Your UVP Statement**

*Define your Unique Value Proposition...*





What elements would you like to incorporate into your logo? Why?

<b>Logo Element</b>	<b>Relevance to Your Brand</b>

# Your Identity System

List the different elements that make up your marketing to convey your brand message. Compare them to your UVP. Are they in alignment?

<b>Marketing Element</b>	<b>Use</b>	<b>How does it adhere to my UVP?</b>	<b>How could it be better?</b>
<i><b>i.e. tagline</b></i>	<ul style="list-style-type: none"> <li>• Logo</li> <li>• Header paper</li> <li>• Signage</li> <li>• Website</li> </ul>	<i>Encompasses mission of the company.</i>	<i>Consider font use – not very 'friendly'.</i>
<b>Marketing Element</b>	<b>Use</b>	<b>How does it adhere</b>	<b>How could it be</b>

		<b>to my UVP?</b>	<b>better?</b>