

Branding You

How To Build A Brand People Will Remember, Love
And Trust



YOUR TRUE POTENTIAL

IGNITE YOUR POWER WITHIN

Workbook

Strategies for Marketing Your Brand

What customers' problems are you looking to solve with your brand? Use the worksheet below to brainstorm. Think about the one specific problem you want to address in all your branding messages.

Problem	Solution

What are some good examples of marketing strategies? Why were they so successful?

Brand	Message/Motto	Pros	Cons

Choosing Which Branding Strategies to Use

How do the 4Ps of marketing apply to you and your product/company?

Product The actual offering you're making.	
Pricing The price at which it will be sold.	
Positioning How and where it will be sold.	
Promotion How you'll get the word out.	

Think about the three pillars to branding. What are your pillars?

<p>Vision</p> <p>Your brand vision is where you want your brand to be next year, in two years, five years and so on.</p>	
<p>Values</p> <p>Your values are the core principles that never change and are totally non-negotiable.</p>	
<p>Story</p> <p>The story of your brand is why and how it came to be. Stories resonate with consumers and help to create that emotional connection you need.</p>	

Who Will Manage Your Brand?

Create a profile of your ideal brand manager.

Work Experience	
Career Level	
Education Level	
Industry Experience	
Salary	
Candidate Specifics <ul style="list-style-type: none">• Age• Gender• Location• Other	
Other	

Create online accounts and complete the checklist below. Add or replace networks with ones more relevant to your brand, where necessary.

Network	Signed Up?	Login
Facebook		
Twitter		
LinkedIn		
Google +		
YouTube		
Pinterest		
Flickr		
Instagram		

The Keys to Maintaining a Strong Brand

Start drafting your brand goals. For each one, note why it's important to building your brand, along with a projected deadline.

Goal	Why?	Deadline

Think about other financial opportunities you can explore with your brand.

Financial Opportunities	Pros	Cons