

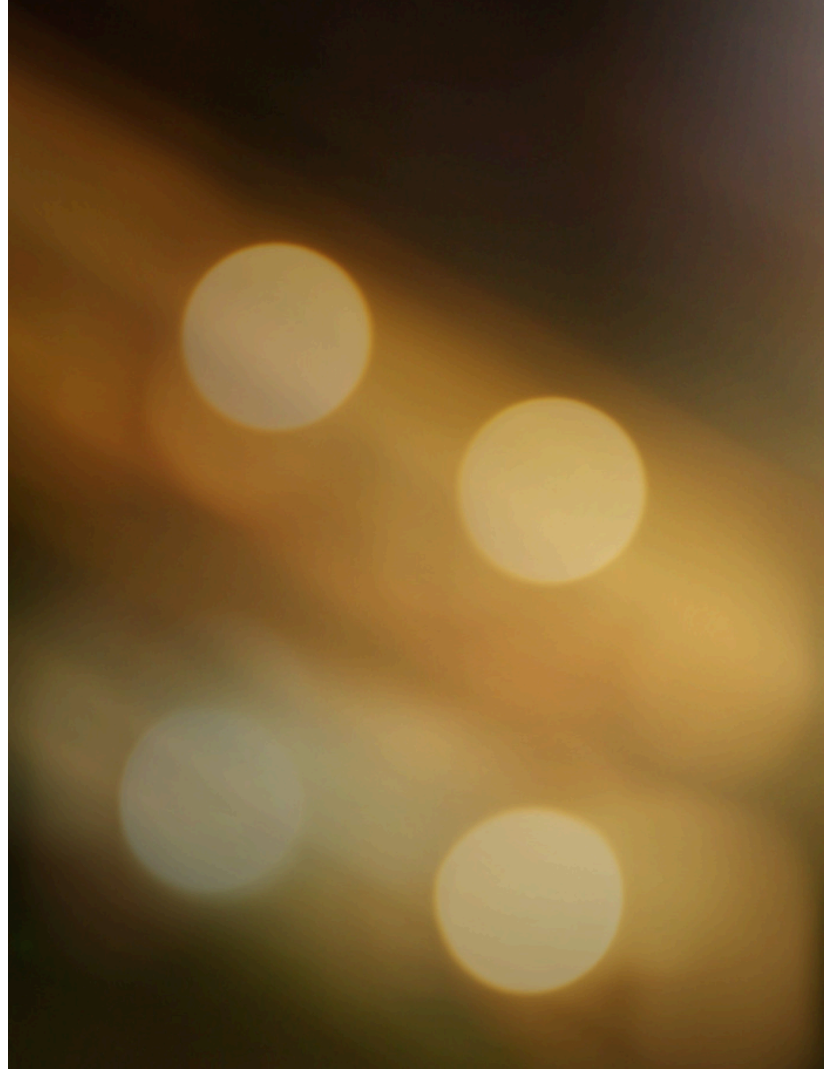
# BUILDING YOUR BRAND

CLARIFY YOUR  
VISION

A WORKBOOK ON HOW TO CREATE  
A TOP PERFORMING BRAND

PREPARED BY

*Elever Partners*



# INTRODUCTION TO STRATEGIC BRANDING

When people think of the word "branding," what usually comes to mind are logos, colors, and fonts. However, this is only the shallow end of a strategic branding pool.

**Strategic branding helps us create a brand's distinctive and compelling emotional identity.** It involves defining the brand's vision, mission, and values, as well as positioning it effectively in the market to resonate with its target audience.

**A well-executed strategic branding approach creates a strong emotional connection with clients and customers, fosters loyalty, and establishes a competitive advantage.**

A successful brand knows exactly who it's trying to talk to and the transformation it can offer to its target clients and customers. A client or customer of that brand will feel seen, heard, and eager to purchase again.

By creating compelling content, organizations can engage with new audiences, convert prospects to clients, and establish loyalty. Consistency in voice, tone, and storytelling further reinforces a brand's impact on its target audience.

This workbook will help you get clear on your brand's identity, which in turn leads to higher-performing content and more clients and customers.

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# BRAND ANALYSIS

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# BRAND ANALYSIS

In this section, you will conceptualize your brand's mission, vision, and values. You will also hone in on your USP and target audience demographics.

**What is your brand's mission? (What is your brand's reason for existence?)**

**What is your brand's vision? (What is your brand building towards? What is the long-term impact you want to make?)**

# BRAND ANALYSIS

**What do you want your brand to stand for? What are its values?**

**Who is your target audience (ideal client/customer)?**

Gender: \_\_\_\_\_ Age: \_\_\_\_\_  
Nationality/Ethnicity: \_\_\_\_\_  
Relationship status: \_\_\_\_\_ Kids: \_\_\_\_\_  
Interests: \_\_\_\_\_  
Career: \_\_\_\_\_  
Income level: \_\_\_\_\_  
Other information: \_\_\_\_\_

**What are the primary emotions you want your brand to evoke in clients/customers?**

# BRAND ANALYSIS

**What is your target client/customer struggling with right now, and how can your brand provide the solution to their problem?**

**How does your brand help your target audience achieve success in health, wealth, or relationships? *(All roads lead back to these three niches)***

# BRAND ANALYSIS

**Who are your main competitors, and what differentiates your brand from theirs?**

**What is your U.S.P. (Unique Selling Proposition)? (What is your unique offer to customers?)**

# BRAND ANALYSIS

**Strengths:**

What are your brand's unique qualities and strengths?

**Weaknesses:**

What are your brand's weaknesses or vulnerabilities?

**Opportunities:**

How could external circumstances augment your brand? What sociocultural opportunities can you use to your advantage?

**Threats:**

What external threats might weaken your brand?



A low-angle, upward-looking perspective of several modern skyscrapers with glass facades. The buildings are arranged in a way that creates a sense of height and architectural grandeur. The sky is a pale, clear blue. The text 'BRAND IDENTITY' is centered over the middle of the image.

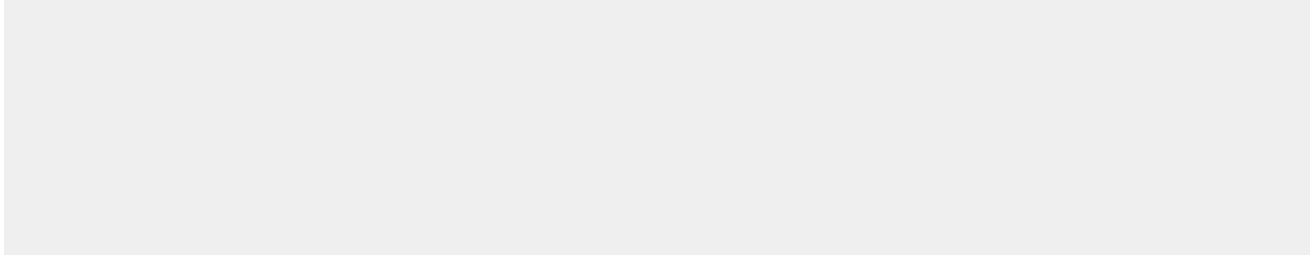
# BRAND IDENTITY

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# BRAND IDENTITY

In this section, you will identify the visual and tonal components that will remain consistent across platforms and create a cohesive brand image.

**What is your brand's logo?**

A large, empty rectangular box with a light gray background, intended for the user to upload or describe their brand's logo.

**What is your main header font and accent font?**

Header font:

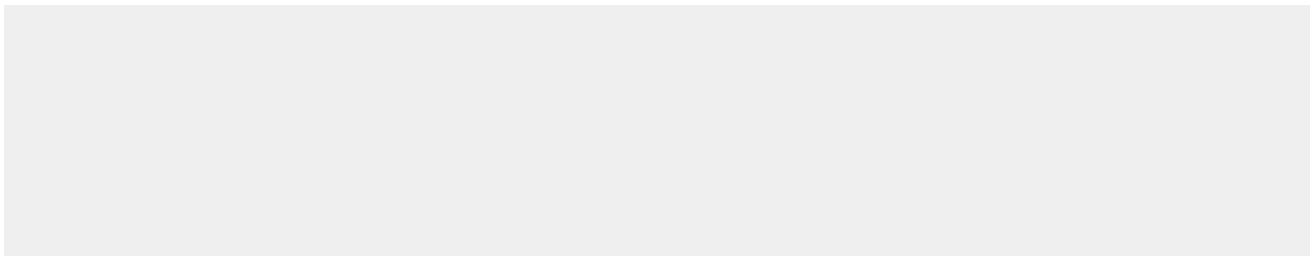
Accent font:

**What is your main brand color and accent color?**

Main color hex code: #

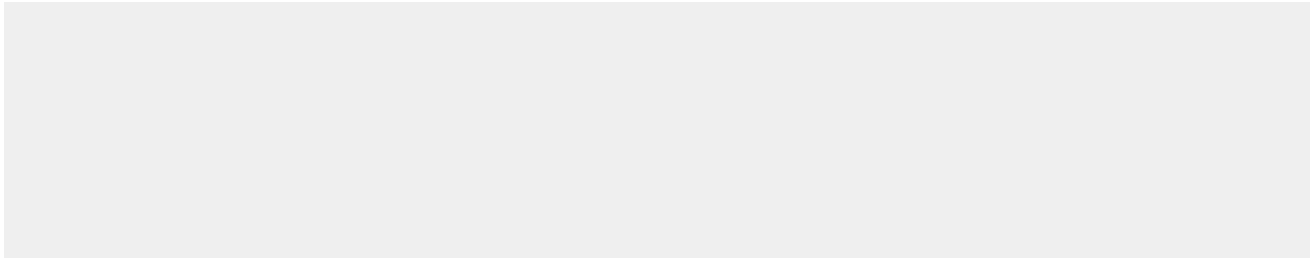
Accent color hex code: #

**What images are associated with your brand?**

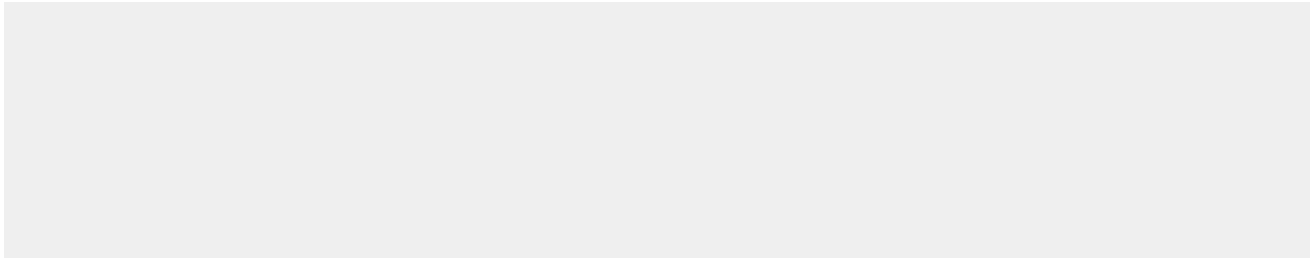
A large, empty rectangular box with a light gray background, intended for the user to upload or describe images associated with their brand.

# BRAND IDENTITY

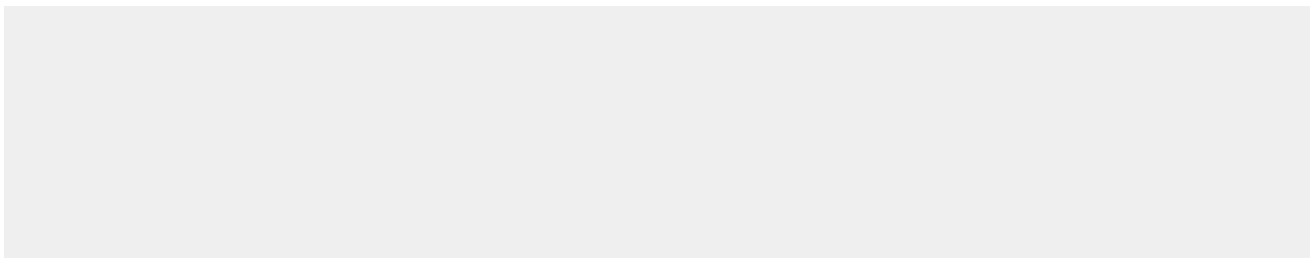
**What adjectives would you use to describe your brand?**



**What is your brand's tone of voice? (e.g. engaging, irreverent, serious, authoritative, conversational, lighthearted, optimistic, witty, etc.)**



**Describe a person who best represents your brand... what are they like?  
How do they look? How do they move or speak?**





# BRAND COMMUNICATION

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# BRAND COMMUNICATION

In this section, you will get clear on your brand's key messages and the channels you will use to disseminate them.

**What is one key takeaway that you want your target audience to remember about your brand?**

**What transformation does your target client/customer go through when they purchase your product or service?**

**Where does your target client/customer spend their time? What social media or other advertising channels do they engage with?**

# BRAND COMMUNICATION

**What marketing channels (ex: Facebook, Instagram, TikTok, LinkedIn, etc.) do you use currently? Does your target audience engage on these channels?**

**Which social media channels should your brand have a presence on? How often will you post on these accounts and what is your budget for each channel?**

# BRAND COMMUNICATION

**What types of content resonate with your target audience the most?  
(i.e. inspirational posts, educational posts, etc.)**

**What anecdotes or stories could you tell to help your audience understand the value of your offer? (The story should have a lesson at the end, which helps the audience walk through a transformation and associate value with your brand.)**

# BRAND EXPERIENCE

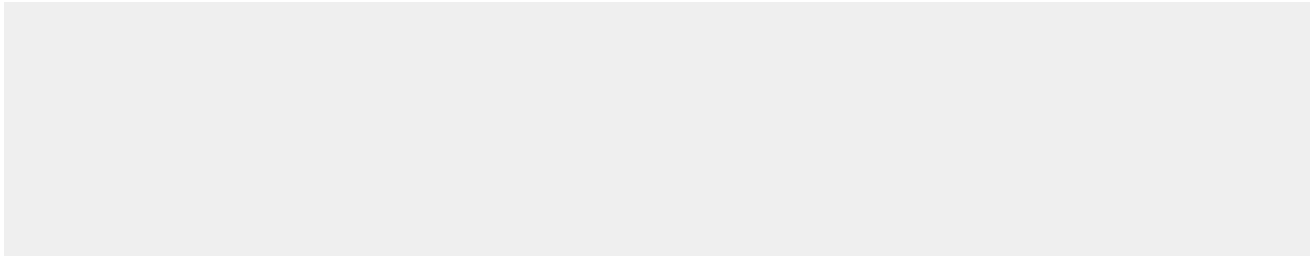
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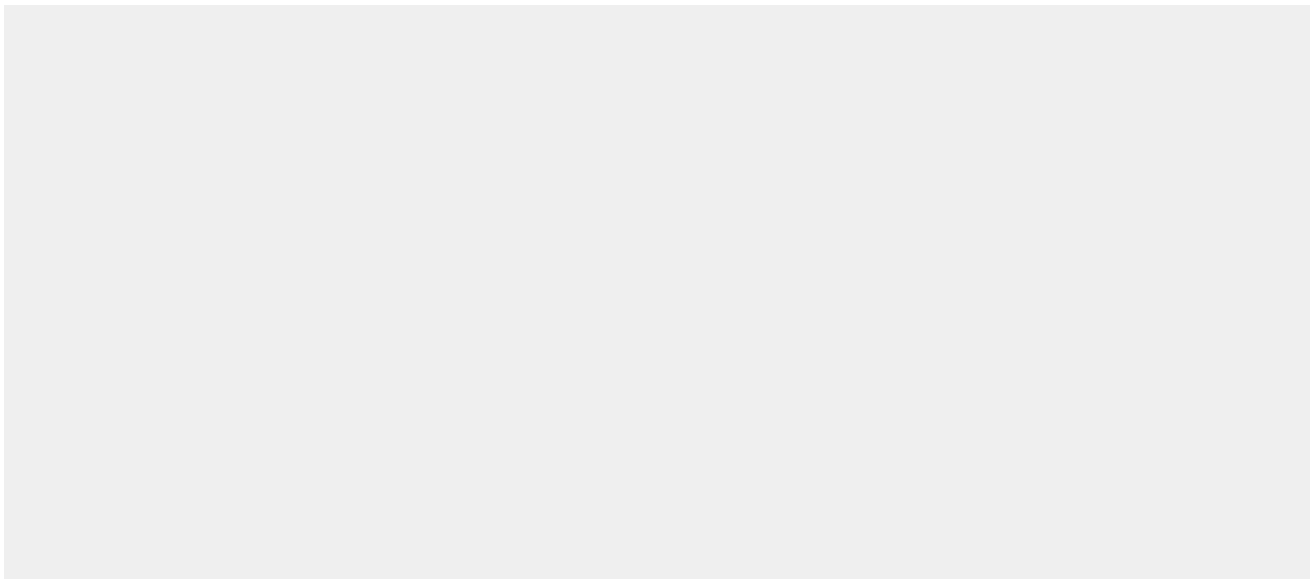
# BRAND EXPERIENCE

Once a prospect turns into a customer or client, it is important to give them a positive experience that surpasses their expectations. A positive brand experience creates loyal (repeat) customers, which then translates into more revenue!

**What are your customer's expectations when they purchase your product or service?**



**How will you ensure that your brand surpasses those expectations? (ex: what bonuses will you provide? how will you ensure high-quality and fast customer service?)**



# BRAND EXPERIENCE

**What are your customers' main touchpoints with your brand? (ex: social media accounts, email, website, etc.) How will you ensure that the brand experience remains consistent across these touchpoints?**

**How will you keep your brand on the forefront of your existing client or customers' minds? (ex: offering a regular newsletter? special discounts? birthday emails? affiliate links? personal email check-ins?)**

# BRAND MONITORING AND EVALUATION

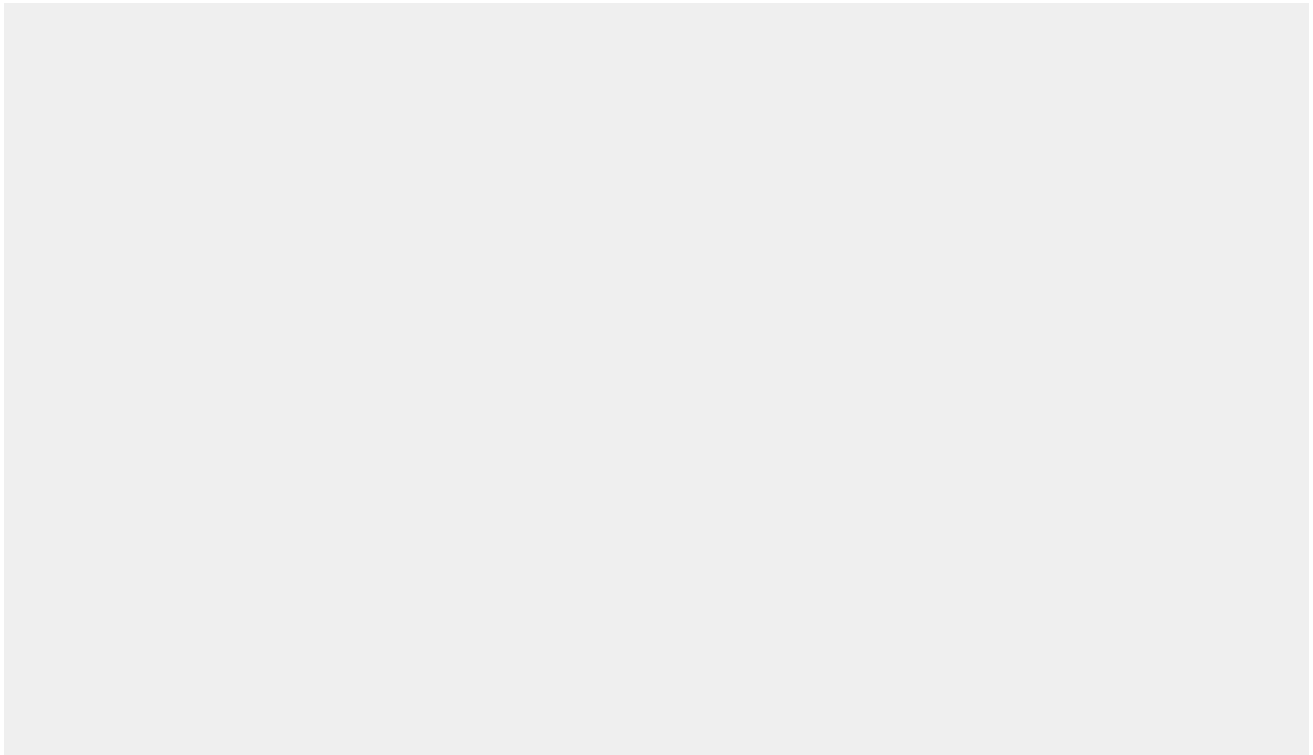
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# BRAND MONITORING AND EVALUATION

Developing and implementing a high-quality brand strategy is important. However, just as important is monitoring and evaluating your results, so you can assess whether or not your strategy is effective.

**What KPIs (Key Performance Indicators) will you keep track of to gauge effectiveness as you implement your brand strategy? What are your goals for these KPIs?**

See KPI examples on the next page.



# BRAND MONITORING AND EVALUATION

## Some common KPIs include:

- **Net Promoter Score (NPS):** A measure of customer loyalty and willingness to recommend your brand.
- **Reach:** The total number of people exposed to your brand through various channels.
- **Impressions:** The number of times your brand message is displayed or viewed.
- **Website Traffic:** The number of visits, page views, and time spent on your website.
- **Conversion Rate:** The percentage of visitors or potential customers who take a desired action or "convert" on a specific goal (usually making a purchase).
- **Social Media Engagement:** Likes, shares, comments, and mentions on social media platforms.
- **Email Open and Click-through Rates:** The percentage of recipients who open and interact with your emails.
- **Customer Retention Rate:** The percentage of customers who continue to purchase from your brand over time.
- **Website Traffic:** The number of visits, page views, and time spent on your website.
- **Customer Lifetime Value (CLV):** The total value a customer brings to your brand over their lifetime.
- **Price Premium:** The ability of your brand to command higher prices compared to competitors.
- **Market Share Percentage:** The portion of the market that your brand captures compared to competitors.
- **Referral Rate:** The percentage of customers that refer you to additional prospects.

# HAPPY BRANDING!

If you want to dig into your brand strategy further with bespoke assistance, or are looking to revamp your website or pitch deck, please reach out to us – we'd be happy to help!



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[eleverpartners.com](http://eleverpartners.com)

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