CORE BRAND PILLARS

Workbook

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CLARIFY THE KEY FOUNDATIONAL
COMPONENTS OF YOUR BUSINESS, SO
YOU CAN GROW A STRONGER BRAND.

Contents

welcome to this workbook

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So, here's the thing: Your brand is the relationship you build with your audience. And at the core of every strong relationship?

Clear, effective communication.

This workbook is designed to help you define the foundational pillars of your business, so that you know what to communicate to your audience in order to grow a strong brand.

With your brand pillars in place, you'll:

· have more clarity and direction in your business as you continue to grow

· understand what kind of visual branding will best match the tone and experience you're trying to create for your audience

· be able to get even better results from your promotional and marketing activities.

Let's get started!

Ideal Client | DESCRIBING YOUR AUDIENCE

1.

You've got to keep your audience in mind as you define your brand pillars, so let's start by getting clear on your ideal client. Even if you want to attract a big audience, at the centre of that group is the person who would be the most perfect fit for your services. The person you'd be most excited to work with. **Describe that person**.

AGE

GENDER

JOB

LOCATION

PERSONALITY

LEVEL OF EDUCATION

FAVOURITE SOCIAL NETWORK

HOBBIES/ INTERESTS

TITLES OF BLOG POSTS THEY'RE LIKELY TO READ

2.

Let's connect your client's goals with the obstacles holding them back.
These should be related to the services you provide.

**What does your
ideal client
want to achieve?**

**What is stopping
them from reaching
that goal?**

3.

What are the pain points that your ideal client is suffering from as a result of not being able to achieve their goals?

Purpose | WHY YOUR BUSINESS EXISTS

1. Now that you've identified your ideal client, let's match their goals to the services you offer.
Describe some of the key aspects of your services and link them to benefits your clients will enjoy as a result.

**FEATURE
OF YOUR
SERVICES**

**RESULTING
BENEFIT**

2. Let's sum it up. How is your client's life improved as a result of working with you?
Helping your clients achieve this is your brand purpose.

Core Values | YOUR BUSINESS BELIEFS

1. List 3 key values that your business stands by e.g. positivity, individualism, fairness.
These are the values that you want your audience to know you for.

2. Explain how you demonstrate or address each of these values in the way you run your business and work with clients.

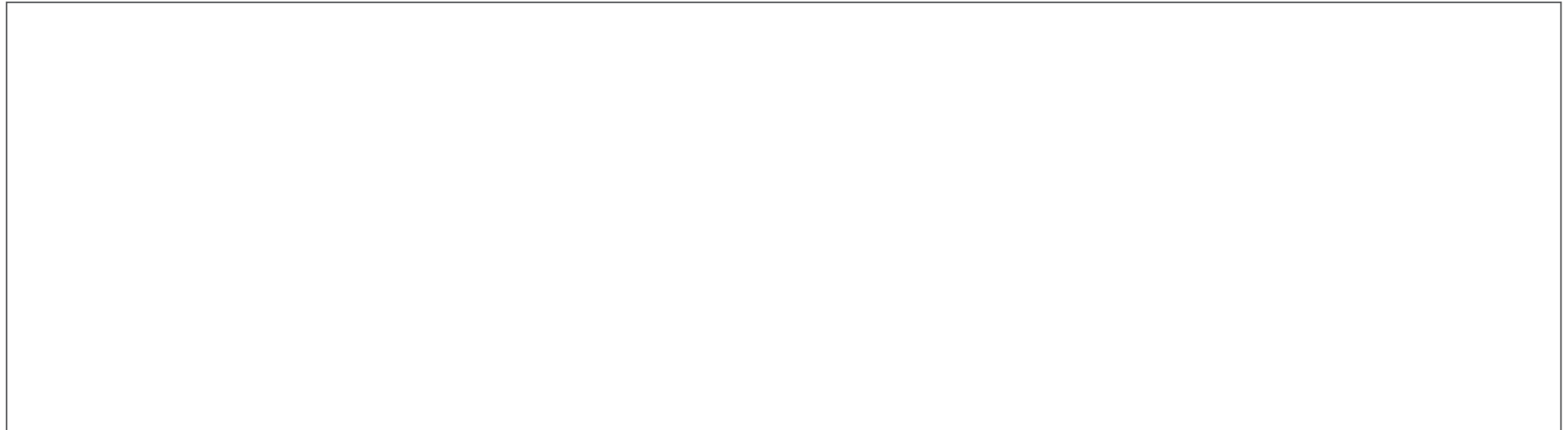# *Brand Personality* | ATTRIBUTES TO FIT YOUR BRAND

1. Finally, let's consider the personality of your brand. How would you describe your brand's voice? What kind of experience do you want to create for your audience? Choose 3—5 words to describe your brand personality. You can use the list below for some ideas and inspiration.

ACTIVE	CUTE	FRIENDLY	PATERNAL	SOPHISTICATED
ADVENTUROUS	CYNICAL	FUN-LOVING	PEACEFUL	STYLISH
AMBITIOUS	DARING	GENTLE	PLAYFUL	SUAVE
BIZARRE	DEVIOUS	HUMBLE	PROVOCATIVE	SWEET
BOISTEROUS	DIGNIFIED	HUMOROUS	PURPOSEFUL	TIDY
CALM	DISRUPTIVE	IMAGINATIVE	QUIET	TOUGH
CHARISMATIC	DRAMATIC	MASCULINE	QUIRKY	VIVACIOUS
CHARMING	DREAMY	MATERNAL	RELAXED	WARM
CHEERFUL	ELEGANT	OLD-FASHIONED	ROMANTIC	WHIMSICAL
CONFIDENT	ENERGETIC	OPTIMISTIC	RUSTIC	WISE
CREATIVE	EXCITING	OUTSPOKEN	SARCASTIC	WITTY
CURIOUS	FEMININE	PASSIONATE	SECRETIVE	YOUTHFUL

Brand Personality

2.

An important part of expressing your brand personality is through the design elements of your branding.
Make some notes about how you want your brand's visual experience to appear.
There are some different aspects of design for you to consider below.

COLOUR	bright, muted, earthy, fluoro, cool, warm, gradients
TYPEFACES	sans serif, serif, script, handwritten, bold, fine, italics, uppercase, lowercase, tracking (letter-spacing — e.g. wide or tight), leading (line-height)
TEXTURES	gritty, metallic, natural (wood), paper, marble, fabric, concrete
ICONS	cartoony, outlined, realistic, woodcut, flat, illustrative, 3D, full-colour, one-colour
PHOTOGRAPHY	describe the mood/vibe, colours, subject matter, scenery

Summary | YOUR POINT OF REFERENCE

1.

Great! You've now defined all the core pillars of your brand. Fill out this page to use as a quick summary of your brand foundation that you can easily refer back to as you continue to develop your brand.

The purpose of my brand is to: (i.e. the outcome you help your ideal clients achieve and how you do it)

2.

My core values, in order of importance, are:

01

02

03

3.

My brand personality would be described as:

What's Next? | WHERE TO GO FROM HERE

If you've completed this workbook, first of all **well done**! You should now have a stronger understanding of the foundational elements of your brand, as well as the how you can uniquely position your business and attract your ideal audience.

So, now that you've done that, what's next?

Sharing your brand with your audience.

This means developing your brand's message, creating a visual brand identity, and applying them to touchpoints, like your website and marketing collateral.