

BRAND

BUILDING WORKBOOK

AVLIER

INTRODUCTION

Brand building is essential for creating a successful brand.

Think about it for a moment. When you look at the brands you trust and buy from what attracts you to them?

If you're like most, you'll talk about how the products/services from that brand makes you feel. You may even point out how they've transformed your life in some way. Rarely though does anyone like a brand because they have a cool logo.

The reason for this is simple – we connect with brands on an emotional level.

In the end, every successful brand has three main components:

- A powerful purpose behind it
- A clear benefit to those who engage with the brand
- A consistent experience inline with the brand's purpose and benefits

During the brand building process, you'll establish the foundational elements of your brand. Doing so allows your brand to connect with the emotional side of your customers.

This workbook will walk you through the first 7 steps of the brand building process.

Since each step builds upon the previous step it's best to follow the workbook in order.



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WHY IS BRAND BUILDING IMPORTANT?

Every time a customer interacts with your business it's influencing their opinion of your brand. In fact, your brand is present in all elements of your business.

Customers See Your Brand

Often times, the first encounter a customer has with your brand is through their vision. When this happens they instantly start making assumptions about your brand based on what the visuals are telling them.

Brand visuals are your:

- Logo
- Marketing Collateral
- Online Ads
- Published Content

Customers Experience Your Brand

Brand visuals are often the first encounter a customer has with your brand. Yet, the most impactful elements of your brand are the ones a customer experiences. Unfortunately these elements often get overlooked.

You create brand experiences through your:

- Physical Space (Office, storefront, etc.)
- Customer Service
- Product or service

If you do not have a strategy for controlling all these elements, you're leaving your brand up to chance.

Brand building is a strategic process that provides you the framework to control the narrative of your brand.

WHAT IS BRAND BUILDING?

Imagine if your brand was a house. To start building it you wouldn't immediately grab two pieces of wood and start nailing them together.

There's a process right? You first need blueprints. Then you lay a foundation, etc.

The same goes for your brand.

Brand building is the process of creating the foundation of your brand. With that foundation, you can then develop a successful strategy to generate awareness in the marketplace.

When done properly, it ensures your brand stands out and compels your target audience to choose you over your competitors.

And, like building a house, if you follow the process you'll build a solid structure that will withstand the volatility of the market.

HOW TO USE THIS WORKBOOK

This workbook is your guide to building a brand that will help you attract and retain more customers. Whether you're building a new brand or improving an established one, the steps outlined in this book are applicable to you.

As you go through each step make sure to take time to reflect and develop the best answers possible. Great branding takes time and should never be rushed.

For convenience, this is a digital workbook. That means all fields in this book can be filled in through your computer or mobile device – no need to print it out!

STEP 1: BRAND PURPOSE

Brand building requires a purpose. Without it, your brand doesn't have a reason to exist. And, if it doesn't have a reason to exist, why even build it?

In the end, every great brand has a purpose behind it. While some brands have a crazy, ambitious purpose, your's doesn't have to. Don't feel pressured to follow in the footsteps of others.

Find Your Brand's Purpose

To find your brand's purpose, answer the following questions:

Why does your brand exist?

What problem does your brand solve?

Why should people care about your brand?

What values do you want your brand to convey?



"Your brand's purpose needs to be unique to you, no matter how big or small it may seem. As long as there is a large enough audience who also believe in your purpose, your brand will find success."

STEP 2: BRAND POSITIONING

Once you have your brand's purpose, you need to figure out how it fits into your chosen market.

A market will always have two components:

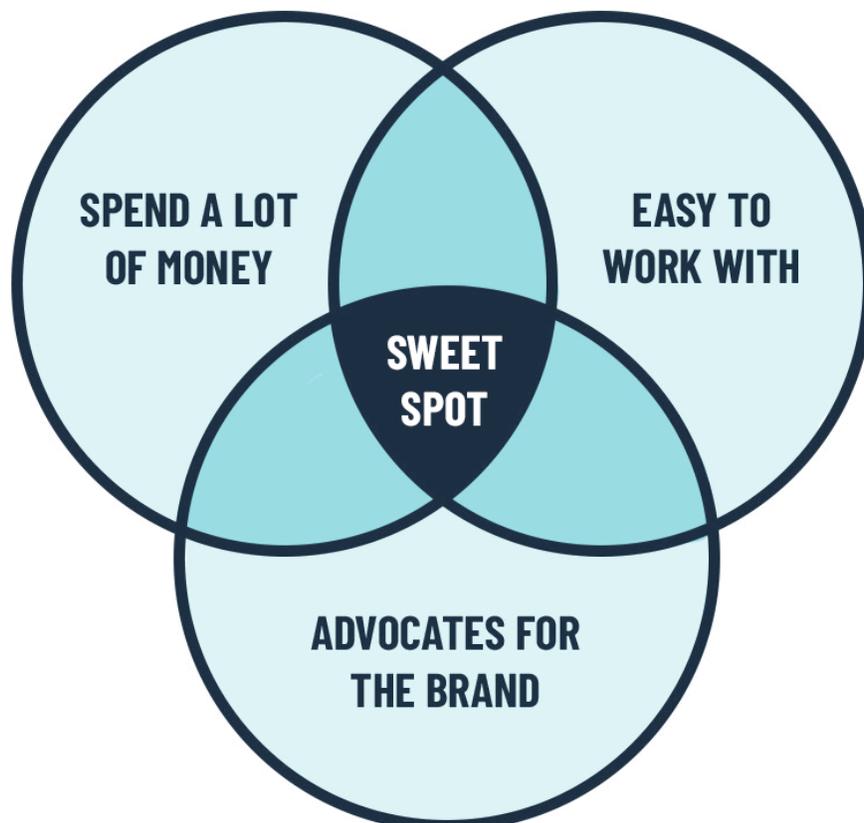
- Customers
- Competition

The goal of brand positioning is to attract the right customers for your business. We'll worry about your competition in Step 3.

So, how do you use brand building to attract the right customers?

Target Customer Sweet Spot

First, you need to determine what types of customers you want to attract. Most of the time businesses want to target customers who are easy to work with, spend a lot of money, and are advocates for the brand. At Avlier, we call this the Target Customer Sweet Spot.



While the Target Customer Sweet Spot contains great traits to target, it's still too broad for effective brand building. To properly position your brand, you have to dig deeper to understand which customers share those overlapping traits.

Building Your Target Persona

Think about your best customers right now. What similarities do they have?

Answer the following questions to build your target persona:

What motivates them to buy from you?

What goals do your products/services help them achieve?

What pain points do your products/services alleviate?

Which people/brands influence their purchasing decisions?

Which brands do they use and advocate for?

STEP 3: BRAND DIFFERENTIATOR

Why should a customer buy from you over your competitors?

It's a simple question, but many businesses struggle to answer it.

The reason is those businesses have not differentiated their brand. When you differentiate your brand, you're able to convince customers why they should choose you over your competitors.

Competitor Research

To differentiate your brand, you need to research what your competitors are doing.

On the next pages, pick your top 3 competitors and document the following information for each.

- What is the purpose of their brand?
- What type of customers are they targeting?
- What makes their brand unique?
- What products/services are they offering?
- How is your brand different from theirs?



"When you differentiate your brand you're able to effectively convince customers why they should choose you over your competitors."

Competitor #1

Competitor Name: _____

Competitor Website: _____

What is the purpose of their brand?

What type of customers are they targeting?

What makes their brand unique?

What products/services are they offering?

How is your brand different from theirs?

Competitor #2

Competitor Name: _____

Competitor Website: _____

What is the purpose of their brand?

What type of customers are they targeting?

What makes their brand unique?

What products/services are they offering?

How is your brand different from theirs?

Competitor #3

Competitor Name: _____

Competitor Website: _____

What is the purpose of their brand?

What type of customers are they targeting?

What makes their brand unique?

What products/services are they offering?

How is your brand different from theirs?

STEP 4: BRAND BENEFITS

So far in the brand building process you've established what your brand stands for, who it wants to attract, and how it's different from your competitors. Now it's time to give customers a compelling reason to buy from you.

When establishing your brand benefits, you need to start at the end. The goal is to determine what transformation your brand can offer to customers.

Start by answering the following questions for each of your products/services:

- Why do you offer that product/service?
- When a customer uses that product/service what change do they experience in their lives?
- What has happened in the customer's life to make them seek out your product/service?

After you've answered those questions you need to create one (yes, just one) benefit of your brand. This is your primary brand benefit. To help with this process, review your answers from the questions above and look for commonalities. Are there any benefits that show up again and again?

What is your primary brand benefit?

Place your brand benefit somewhere visible at all times.

Your brand's benefits combined with your brand's differentiator will form the basis for brand marketing efforts.

STEP 5: BRAND MISSION

Your brand mission is the keystone of the brand building process. It combines all the information from steps 1 – 4 to provide the roadmap for your brand building strategies.

When creating your brand mission you're translating your brand's purpose into an actionable vision. Your brand mission does not have to be long. Usually 2 – 3 sentences is enough to encompass everything. You want it to be detailed but still short enough for easy memorization.

But wait! Isn't a brand mission the same as a company mission statement?

Not quite. Here are the differences:

- Company mission statement = a vision to a goal that will benefit the business
- Brand mission = a vision to a goal that will benefit the customer

Your brand mission can be shared with the public or it can be kept internally. Both are valid options. Regardless of your choice, all elements of your brand should still convey that mission at all times.

What is your brand mission?

Remember you're combining your brand purpose, positioning, differentiator, and benefit into an actionable vision. This vision should have a clear benefit for your customers.



"When creating your brand mission you're translating your brand's purpose into an actionable vision."

STEP 6: BRAND STORY

One of the most compelling ways to convince customers to buy from you is to make them the hero of a story.

When a customer can see the journey and transformation they'll experience, it increases their relationship with your brand.

To create a compelling Brand Story you need to provide clarity to the following questions:

- What issues are your customers is currently facing?
- What can their life look like after using your product/service?
- How can you help them accomplish the transformation?

What issues are your customers currently facing?

What can their life look like after using your product/service?

How can you help them accomplish the transformation?



"Don't get this confused with your business's story. While some customers may want to know your history, your brand story is a tale of the customer's transformation – not yours."

STEP 7: BRAND PERSONALITY

Before you can start promoting your brand, you need to give it a personality. Is your brand serious? Perhaps it's fun and energetic?

The personality of your brand is dependent on your brand purpose, your target customers, and your industry. While you want your brand's personality to stand out, it still needs to feel familiar and aligned with your customer's expectations.

Personality Questionnaire

Answer the following questions to guide in developing your brand personality.

Formal	OR	Informal
Conventional	OR	Quirky
Calm	OR	Energetic
Stoic	OR	Emotional
Funny	OR	Serious
Neutral	OR	Rebellious
Technical	OR	Casual

The answers to these questions will form the personality of your brand. It's important you carry this personality through all elements of your brand – from your logo to the way you handle customer service.

In the end, the most important part of your brand's personality is to keep it consistent.



"The personality of your brand is unique to you and dependent on your brand purpose, your target customers, and your industry."

NEXT STEPS

Congrats!

You've now established the foundation for your new or updated brand. As you continue to build your brand, make sure to keep this workbook on hand for reference.

Your next steps will depend on whether you're building a new brand or updating an existing one.

New Brand

If you have a new brand the next step is to start building the visual elements of your brand. This includes your logo, color palette, and typography.

Once you've established those visual elements, make sure to document them in a Brand Guide. This way your marketing materials will always be on brand.

Update Existing Brand

If you are updating an existing brand the next step is to do review your current brand.

To do this, identify all the elements of your brand (logo, business cards, sales materials, website, etc). Then create a spreadsheet with the following statements under each element:

- The element is seen/interacted with all the time
- It makes a big impact on our customers
- It will be quick and easy to change the element
- It will be inexpensive to change the element

Finally, give each statement a rating of 1 - 5 (1 = strongly disagree, 5 = strongly agree).

After you've ranked each statement for all elements, look for the highest-rated ones. These elements will provide you the best "bang for your buck" and should be the first elements you update.

Reach Out

If you need assistance during these next steps don't hesitate to reach out to us:

contact@avlier.com



For more branding resources:

www.avlier.com/resources