



BRAND

MESSAGING

AVLIER

INTRODUCTION

The best brands know which customers they're trying to attract and how to talk to them.

Simple... right?

Well if you've been a marketer for any amount of time you know it's a lot harder than it sounds.

Unfortunately many businesses struggle when it comes to developing their brand message. There are many causes for this but typically it comes down to one or more of these reasons:

- Don't have a well defined ideal customer
- Their brand's tone isn't resonating with their customers
- They don't clearly explain their brand's value to their customers
- They're inconsistent with their brand's message

And when your brand messaging is poor it leads to:

- Higher customer acquisition costs
- Irritable customers
- Low referral rates
- Inability to raise prices

Don't worry if you've struggled with this process in the past. We're going to show you a unique process to improve your brand's message.

Let's dive in and get started.

P.S. Thanks for taking the time to download and complete this workbook. We're excited to see how it transforms your brand!



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ABOUT THIS GUIDE

If you've tried to improve a brand's message and struggled through the process don't worry – you're not alone. Most information about developing a brand message is repeated from decades-old practices, which are no longer relevant.

Instead of the traditional, nonsensical approach this guide cuts through the noise and gets straight to the actionable steps (no questions about "what type of car would your brand be").

For this process we're going to cover four main elements of your brand's message:

- Ideal Customer
- Brand Tone
- Value Proposition
- Brand Terminology

Even if you already have a firm grasp on a few of these topics we encourage you to still go through each step because they build on each other.

DEFINING YOUR IDEAL CUSTOMER

Okay. Step 1 – and this is an important one.

You have to define your ideal customer. **Yes, only one customer.**

(Remember how this guide is going to approach brand messaging from a different angle?)

We're looking for a laser focused approach, so forget what you've been taught when it comes to identifying your ideal customer. We don't care how old your customer is, what their income level is, or if they went to college. That type of demographic information is helpful but it alone won't provide you what you need to develop your brand's message.

Instead we're going to focus on your customer's personal desires – the insights that actually provide you actionable information. Start by answering the following questions:

What are their desires as it relates to your business?

What are the roadblocks/struggles preventing them from obtaining those desires?

What motivates them to seek out your services/products?

What are the decisions they make when deciding to purchase from you?

What are they looking to become through your services/products?

If you're still struggling to answer the questions on the previous page, use the following resources on this page to better understand your customer.

Read reviews for your business and similar businesses

In the end, reviews are lightning rods where customers voice their pain points and transformations – which is why it's a powerful research tool. As you read reviews write down your findings here.

Common Complaints

Transformations Mentioned

Survey current and past customers

This approach takes a bit more time, but it provides you the best possible insights. Who better to tell you about your customers than your customers themselves.

When surveying customers use these best practices:

- Don't provide incentives for completing the survey (this introduces bias)
- Try to keep your survey as short as possible (less than 5 minutes to complete)
- Don't ask leading questions (this introduces bias)

In addition, here is a list of good, potential questions you can ask them:

- What motivated you to seek out our services/products?
- How much did you know about us and our services/products before purchasing?
- What was your decision making process when considering our services/products?
- How did our services/products impact you?

BRAND TONE

Step 2. You may be surprised to see this listed so early in the process, but there's a reason for that.

In the end, the tone your brand uses is important. Every person, including your ideal customer, has a handful of values they prioritize above all else. Those values impact which brand tones resonate most with them.

As you go through the exercise below, think about it from your ideal customer's point of view. Would the way you're talking to them get them to listen to you?

For this exercise, pick up to 3 tone words you want your associated with your brand.

(Don't pick more than 3 tone words – doing so dilutes the tone of your brand's message)

Bold

Feminine

Positive

Bright

Gentle

Powerful

Calming

Honest

Pure

Confident

Joyful

Reliable

Creative

Luxurious

Respectable

Dynamic

Modern

Soft

Elegant

Passionate

Trusting

Energetic

Playful

VALUE PROPOSITION

Step 3. You've likely heard of and have even had to develop Value Propositions before.

Let's start with a tried and true method for creating a Value Proposition (and then we're going to put a twist on it).

We help _____ **to** _____ **through** _____ .
Ideal Customer *Customer's Desired Outcome* *Your Primary Service/Product*

[**Example:** We help marketers attract the right customers through our Target Persona Workshop]

That's a solid Value Proposition but it comes across as a bit bland – there's no emotional attachment to it.

So, what can we do to improve it?

First, we need to review a few key points about "value" as it relates to a brand:

- Value is in the eye's of the customer
- Value needs to be something that influences purchasing decisions
- Value needs to separate you from your competitors
- Value is never about money unless your brand wants to compete in a race to the bottom business model

Think about those points for a few minutes and then use this template instead:

We believe _____ **is/shouldn't be** _____ ,
Ideal customer's struggle as it relates to your business *Your brand's stance on that struggle*

which is why our _____
Service/Product *Customer Transformation*

[**Example:** We believe attracting the right customers shouldn't be complicated, which is why our target persona workshop walks you through the process of determining your ideal customer.]

It's a bit more "wordy" but it delivers emotion and clearly explains why your brand exists.

BRAND TERMINOLOGY

Step 4. The words your brand uses are super important. There are countless studies and examples of how brands have differentiated themselves simply through the words they use.

Examples:

- Chick-fil-a is famous for this and their use of “My pleasure”
- The Disney parks don’t have employees, they have “Cast Members”

Now you don’t have to go as far as Chick-fil-a or Disney, but do take some time to think about the words your employees and customers use on a daily basis.

Are these words or phrases you should be using as part of your brand message?

Just as important as adding words is the removal of certain terms from your brand’s vocabulary.

Let’s go back to Chick-fil-a. When they started using “My pleasure” they also removed the terms “You’re welcome” and “No problem”.

Are there words or phrases that create negative emotions with your ideal customer? If so, we recommend removing them from your brand’s vocabulary.

Use the section below to note down any words or phrases you want to use or remove.

Words to Use	Words to Remove

BRINGING IT ALL TOGETHER

We're almost there! Fill out each section below and use this page as a reference.

Target Persona Info

Our customers are trying to _____
Ideal customer's desire as it relates to your business

but they're running into _____
Service/Product

They're hoping our service/product will help them _____
Result of using your service/product

Brand Tone

Tone Word #1 *Tone Word #2* *Tone Word #3*

Value Proposition

We believe _____ is/shouldn't be _____,
Ideal customer's struggle as it relates to your business *Your brand's stance on that struggle*

which is why our _____
Service/Product *Customer Transformation*

Brand Terminology

Words We Use	Words We Don't Use

NEXT STEPS

Congrats! You've improved your Brand Message – now what?

It's time to get your updated message out to your customers. Depending on the size of the company, that is no small task. You'll need to go through your marketing collateral, social media accounts, website, etc and update it all.

If you need assistance with this, we'd love to help by providing you a free Brand Audit. This audit will help you identify the areas you need to focus on first.

▶▶▶ Go to www.avlier.com/request-a-brand-audit/ to request your free audit ◀◀◀

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