



HEY!

We're glad you made it here, doing this thinking is a great first step towards figuring out what your brand means, or could mean to your audience. Whether your brand doesn't exist yet, or has been around for years, these questions will help you define its core elements. There are a series of sections here to fill out, some take a bit more brain power than others, so just take your time. When you get to the questions nearer the end, it's a good idea to come back to it after a day or two, sometimes your ideas need a little time to percolate!

1.

## WHAT'S YOUR STORY?

What motivated you to start your business?

2.

## WHAT'S YOUR CUSTOMER'S STORY?

Why do they need your product? How does / will it make them feel?



3.

### WHAT WILL YOU NEVER DO?

Sometimes it's helpful to know what you're not! List some things here that spring to mind, or brands in your space that are the opposite of what you want to be.

4.

### WHAT ARE SOME DESCRIPTIVE WORDS THAT DESCRIBE YOUR BRAND?

These could be described as values or simply attributes that shape your brand's personality.



5.

## WHAT'S YOUR PURPOSE?

Why do you exist? Beyond making money, what is your reason for being? This will help you connect with your customers on a deeper level than just a transactional one. Great brands provide something to believe in and something to be part of, and generate contagious stories to spread their message. This is where emotions and values are engaged and long term relationships are built. Some examples of companies with a great brand purpose are below:

### MUJI:

Promoting simplicity and moderation, humility and self-restraint, as well as supporting the serenity and natural state of the environment.

### TESLA:

To accelerate the world's transition to sustainable transport.

### NIKE:

To bring inspiration and innovation to every athlete in the world. If you have a body, you are an athlete.

### PATAGONIA:

Patagonia is in business to save our home planet.

Have a go at writing yours here. Your purpose should not change over time, but the way you deliver it can. This is a toughy so you might need some extra paper and a bit of patience!



6.

## WHAT'S YOUR BRAND PROMISE?

Who are you? What do you do? Why are you able to deliver your promise where others can't? What skills/perspective/facilities/experience make you uniquely positioned to deliver your promise? It's important that your 'reason to believe' is unique and defend-able. What makes your product special? What emotional need are you satisfying that no-one else is? What makes you uniquely positioned to deliver your promise better than anyone else?

Use this template to help you think about this:

We are the only **(company type)** that does / provides / makes **(product / service)** for **(customers)** in the **(region)** area who want to **(emotional need)** during a time of **(cultural / behavioural / environmental factors that make you relevant)**. We are able to deliver this because **(reason to believe)**.

**Here's an example to help get you going:**

Harley-Davidson is the only **motorcycle manufacturer** that makes **big, loud motorcycles** for **macho guys (and macho wannabes)**, mostly in **the United States**, who want **to join a gang of cowboys**, in an era of **decreasing personal freedom**.



7.

## BRAND ESSENCE

If you were to define your brand in one to three words, what would those words be? When you are thinking about this, consider how you want to make your customers feel. Everything about your brand has to come back to what emotional need you are fulfilling for your customer. What is your brand's personality? If your brand was a person at a party how would it show up? Would it be loud and brash or quietly engaged in intelligent conversation? Your essence and personality have to be authentically you. People can tell if you are wearing a "brand mask", so make sure you can genuinely demonstrate your essence across all of your business. You need to be able to uniquely own your essence in your space.

Here are some examples of brand's essences below:

**Patagonia:** Responsible and Sustainable

**BMW** - Driving Pleasure

**AirBnB** - Belong Anywhere

**Disney** - Magical

**De Beers** - Forever

**Volvo** - Safety



# GREAT JOB!

This is tough work to do alone. If you'd like to dive a bit deeper, or just need some help figuring all of this out, book a **FREE Brand Strategy Power Hour** with me and we can shape it together.

[Click here to book a Brand Strategy Power Hour](#)  
(It will be fun, promise)

