

BUILDING A MAGNETIC BRAND WORKBOOK

PART 1: BELIEF



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There are three ingredients to creating a magnetic brand. You need to:

- Give people something to believe in
- Tell your story through a powerful storyteller
- Motivate your tribe to help you grow

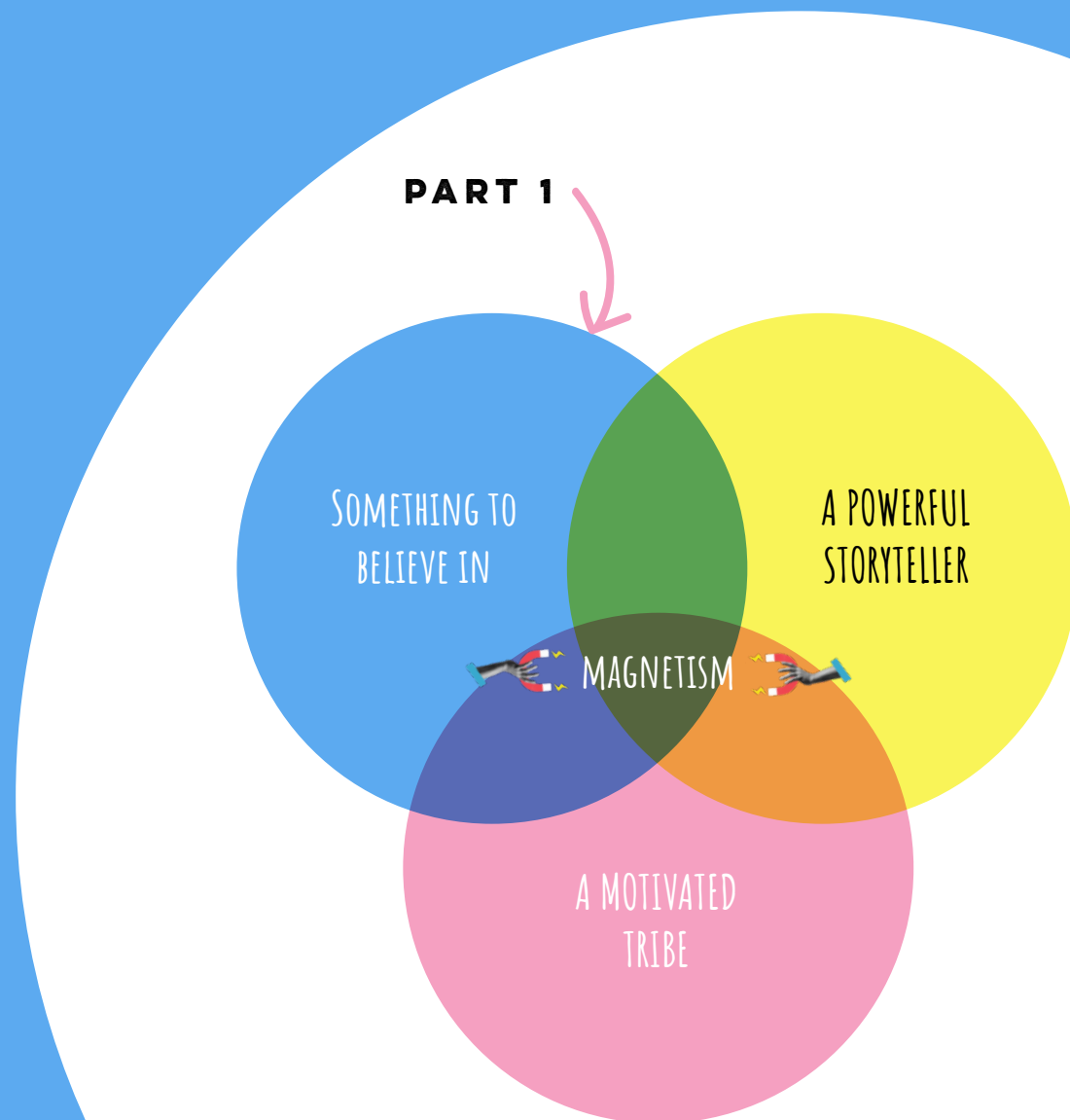
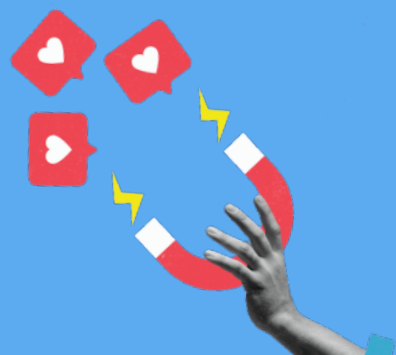
PART 1: BELIEF

This workbook helps you start to figure out what YOU believe in to help you understand how to charge your brand's magnet and start attracting your tribe.

There are 5 activities in this workbook

- What's your cause?
- Who is on your side?
- Who are your enemies?
- What are your values?
- How will your brand behave?

LET'S GO!

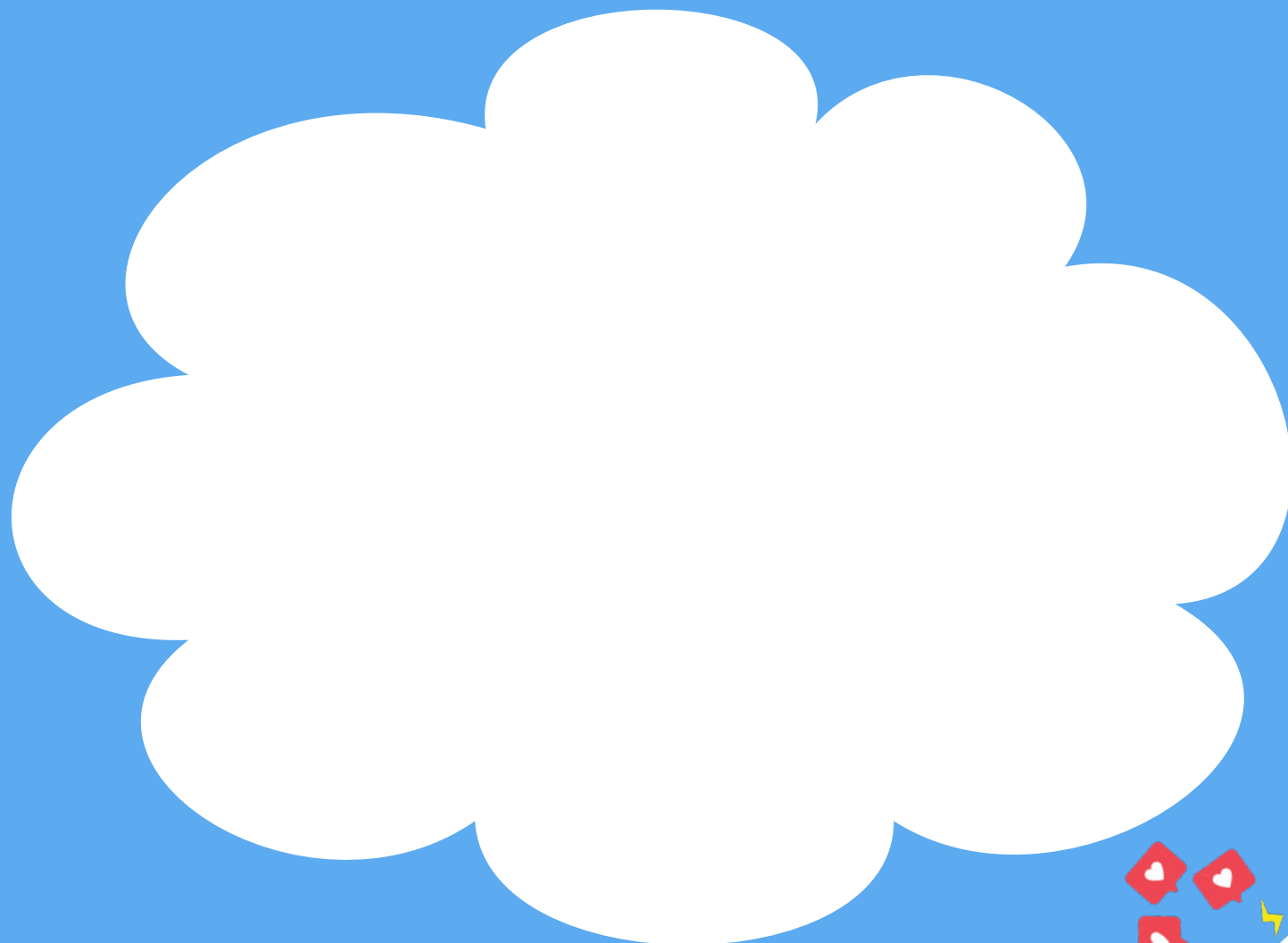


WHAT'S YOUR CAUSE?

If you were to stand up and fight for something, what would it be? This might be a big world problem, or something smaller and much more personal. It might be something unique to your industry or it might be something that affects everyone.

What was your motivation for starting your company, did it come from a frustration with the way something was done? Did you want to solve a bigger problem? Was the motivation personal, or did you just help a specific group of people with something important to them?

Write all your thoughts in the thought bubble, then move onto the next exercise.



WHAT'S YOUR CAUSE?

If you were to make a placard and proudly march through the streets with it, what would it say?

Think about a striking headline that would grab attention.

- What is it you want to change?
- What do you want more, or less of?
- Who are you trying to improve the lives of?
- What is their problem?
- What are the barriers standing in the way?

Add a headline on your placard, and then fill in the bottom section with a paragraph to explain your cause in more detail.

HEADLINE



HEADLINE



WHO IS ON YOUR SIDE?

So you're walking down your city's main street waving your placard, who is beside you? Who are your friends? Think about what brands, organisations and people, would take the same side as you.

Who else believes what you believe?

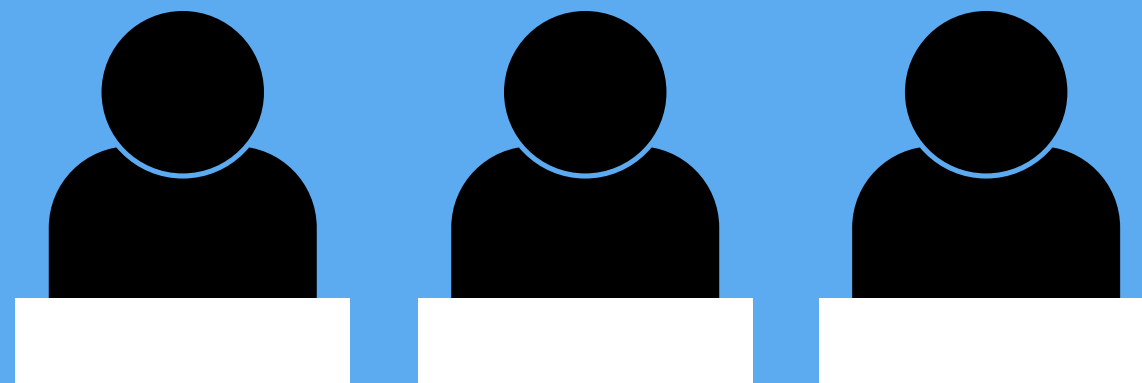
WRITE YOUR BRAND'S FRIEND'S NAME IN HERE →

WHO ARE YOUR ENEMIES?

Who is taking the opposing side? What brands hold the opposing ground to you?

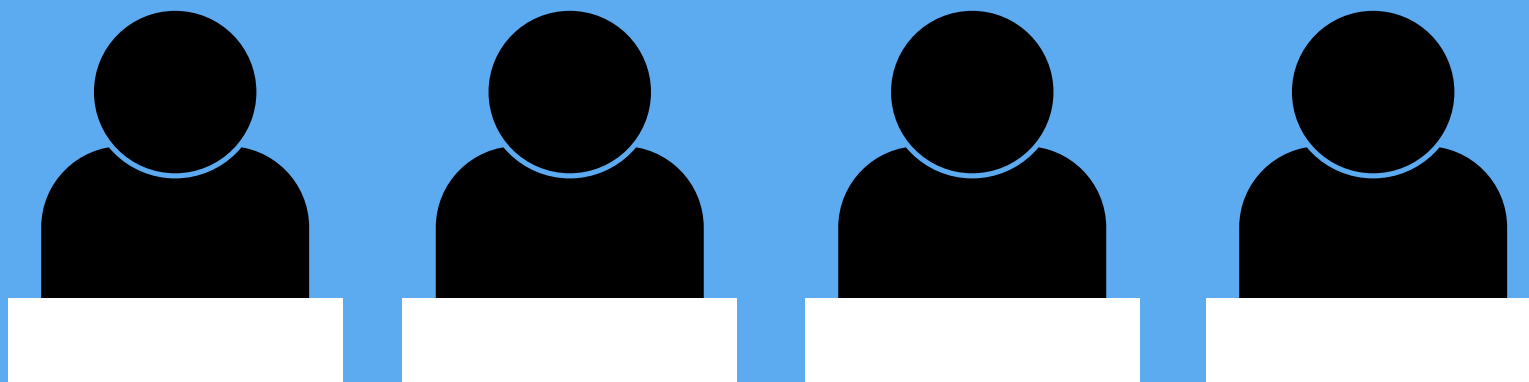
What ideas or themes in popular culture are at odds with your point of view? Is it fake news? Consumerism? Digital acceleration / AI?

If your brand was a person, what brands would they never buy, and what people would they never hang out with and why?

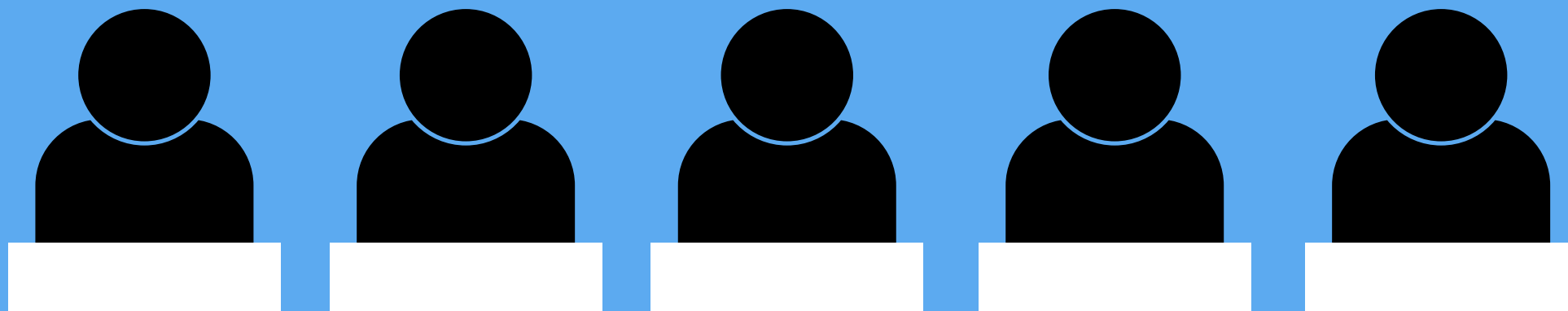


Three black person icons arranged horizontally, each with a white rectangular box below it for writing a name.

WRITE YOUR BRAND'S ENEMY'S NAME HERE →



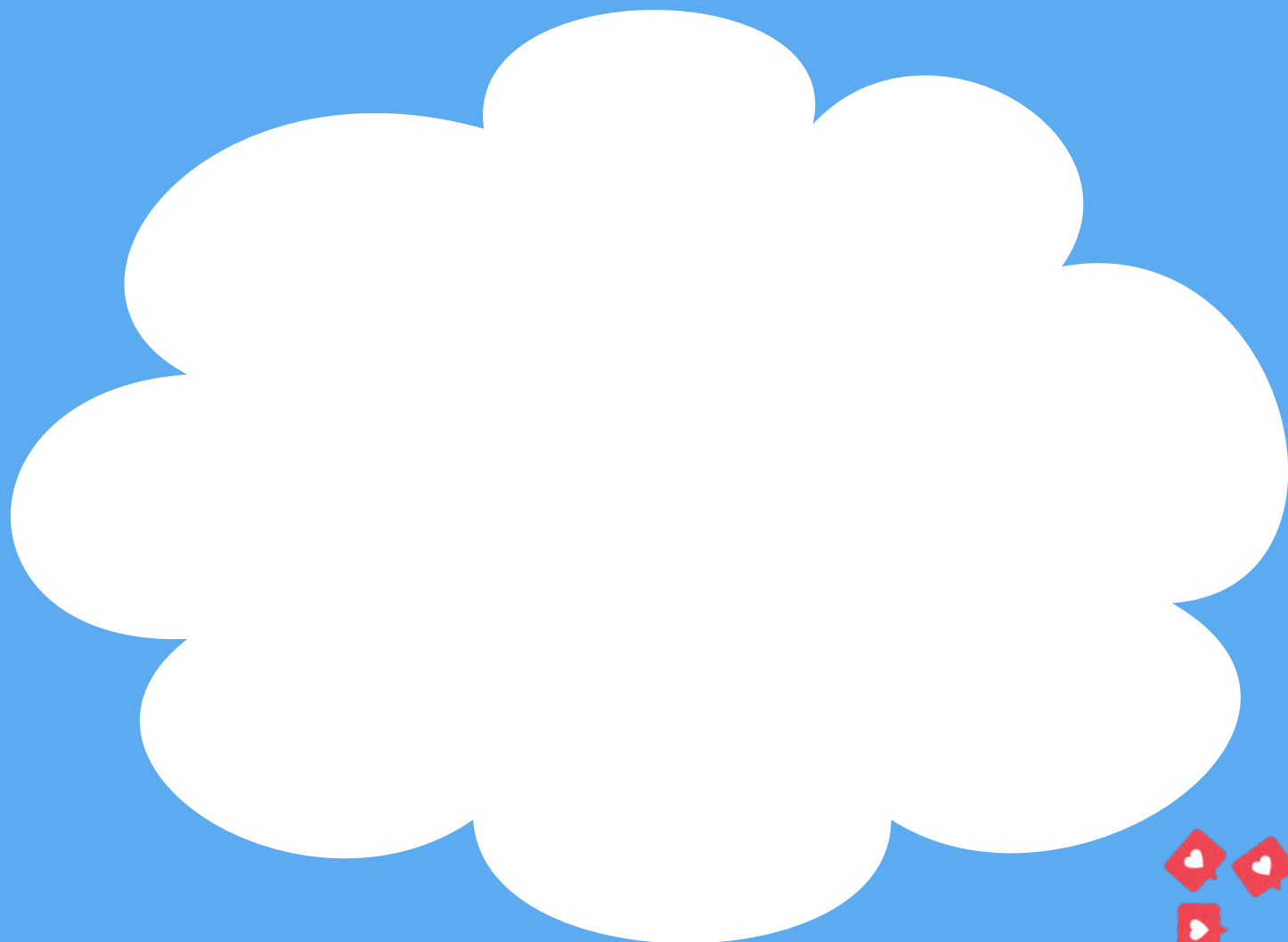
A pink arrow points to the first of four black person icons arranged horizontally, each with a white rectangular box below it for writing a name.



Five black person icons arranged horizontally, each with a white rectangular box below it for writing a name.

WHAT ARE YOUR VALUES?

Now you've got an idea what your beliefs are, what values represent those beliefs? Brainstorm your values in the values cloud below.



HOW WILL YOUR BRAND BEHAVE?

Defining your values is great, but the meaning people take from your brand comes from their experiences with it, not from words on a page. So now you're going to put your creative hat on, and have a think about how your brand could behave in different areas, so your customers' experience matches your beliefs.

We've given you some examples for inspiration. ✨

Write your ideas in the white circles.

CUSTOMER SERVICE

CUSTOMER SERVICE

CULTURE

ENVIRONMENT

Patagonia's Worn Wear program allows customers to trade in their used Patagonia gear for store credit.

L.L.Bean - Lifetime Warranty: L.L.Bean is known for its lifetime warranty. They once famously honored this warranty by accepting a decades-old, worn-out backpack and replacing it with a brand new one, even though the original backpack had seen years of use.

Red Bull's offices are known for their energetic and adventurous design. They feature elements like slides, skate ramps, and climbing walls, fostering an environment that embodies the brand's values of energy, excitement, and adventure.

O'Neil encourages its staff to go surfing when conditions are good or "off the hook" as they would say.



WELL DONE!

Hats off to you for making time to think about how to charge your brand magnet. What now?

Try more of our free tools [here](#).

Or have a go at mapping out your brand with our [interactive Miro boards](#) that will help you put all the pieces of your brand jigsaw together to build a truly magnetic brand.

