

Saturday Morning

M O D U L E O N E | L E S S O N O N E

01

01

For artists, makers and creative solopreneurs

CLARIFY YOUR BRAND

W O R K B O O K

CRAFT YOUR SIGNATURE BRAND IDENTITY IN A WEEKEND!

CLARIFY YOUR BRAND

WORKBOOK GOALS

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CLARIFY YOUR BRAND

Who you are.

What you do.

Your big why.

Who you serve - your ideal client

Why people should buy from you.

-02-

DETERMINE YOUR BRAND PERSONALITY & VIBE

-03-

DEFINE YOUR BRAND ATTRIBUTES

-04-

WRITE YOUR CREATIVE BRAND PURPOSE STATEMENT

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YOUR BRAND IS YOUR STORY

Your brand tells the story of both your business and you as an individual. When well crafted, your brand's story will succinctly convey your purpose, the mission of your business, your vision, values, your expertise, who you serve and general personality.

A clear and cohesive brand is critical to your success, because it communicates a consistent message which fosters brand recognition across all platforms and gives the customer a consistent experience that allows your ideal customer to get to know you, like you and trust you.

This is the recipe for brand loyalty and business growth!

FOUR STEP PROCESS TO CRAFT A STRATEGIC BRAND

01

Discover the Foundation & Essence of Your Brand

This is an exploratory phase where you are encouraged to think of your brand in new ways to help you discover the essence of it.

02

Identify Your Ideal Customer

Define exactly who your ideal customer is so that you can create a brand that attracts and connects with them.

03

Determine What Your "Special Sauce" Is

When there is a sea of competition out there, how do you set your brand apart for the rest? Let's dive in and evaluate your competition and determine where your brand shines brighter!

04

Create Brand Visuals that convey your Brand Story

After you are clear on the foundation of your brand, you can strategically choose colors, fonts and logos that work together to tell your brand story.

BRAND MAGIC

The secret to building a strategic brand that clearly tells your brand story AND connects with your ideal customer is to find the sweet spot - the intersection between your brand's essence, your ideal customer and your unique product/service offering!



P A R T O N E

01

CLARIFY YOUR BRAND

The process of self-discovery is the first step to clarify and craft your signature brand identity. Your answers to these questions are going to guide your brand strategy and provide rich content that you can use on your website and marketing materials!

The goal of this exercise is to gain clarity on the foundational aspects and attributes that define your brand so you can clearly answer these questions:

What do I do? Why do I do it? Who do I serve?
And, Why should people buy from me?

Enjoy the process!

BRAND DISCOVERY QUESTIONNAIRE

BRAND DISCOVERY QUESTIONNAIRE

Take your time answering these questions and don't over think them or worry too much about writing the perfect answer. Instead, let your personality shine through and your unique voice. Your genuine authenticity is what sets your brand apart from all the others! Go with your gut instinct!

What is your business or brand name? (It can be your name!)

What is your tagline? (It's OK if you don't have one yet.)

What is your URL? (It's OK if you don't have one yet because we will buy a domain name in the next module.)

What business category is your brand in? (Examples: art, coaching, interior design, tea shop, etc.)

- 01 -

WHAT DO YOU DO?

Describe what kind of art or creative products you make OR courses you teach in 5 words or less.

If you could be known for just one thing in your business area, what would it be? (For example: If you are a plein aire artist, it could be "Capturing light in the natural world.")

WHAT DO YOU DO?

What problem does your business solve?

Examples:

- Artists: To bring more color and joy into peoples' every day lives:
- Teachers: To help people connect to their inner child and experience the joy of _____.

- 02 -

WHAT IS YOUR BIG WHY?

WHY ARE YOU PASSIONATE ABOUT WHAT YOU DO?

Step One: Identify your core values

Your brand's core values are a set of guiding principles that shape every aspect of your business and create connection with your customer.

What are the top 3 personality traits you like in your favorite friends.



I believe the world would be a better place if people would...



BRAND DISCOVERY QUESTIONNAIRE

"WHAT IS YOUR BIG WHY?" | CORE VALUES

Journal exercise: Ask yourself how your core values are reflected in or influence your art.



BRAND DISCOVERY QUESTIONNAIRE

"WHAT IS YOUR BIG WHY?"

What you the most passionate about in making art, creative products, teaching , or ways in which you serve your customers?



Why are you passionate about this?



BRAND DISCOVERY QUESTIONNAIRE

"WHAT IS YOUR BIG WHY?"

YOUR BIG WHY:

Write a summary statement about why you are so passionate about what you do. (Include how your core values align with your art, creative products, courses you teach, retreats you lead, etc... and if your creative business helps you serve a higher purpose.)



- 03 -

WHO DO I SERVE?

DEFINE YOUR IDEAL CUSTOMER

Who is your ideal customer?

This can be a hard question to answer. You may feel reluctant to answer it. Furthermore, you may feel like everyone should be your ideal customer.

There is a saying though, that when you try to talk to everyone, you end up speaking to no one.

It's important to get as clear as possible on your target audience/ideal client, so that you know where to find them, how to communicate with them and how best to serve them. Remember, you want to offer your ideal clients value in everything you do!

The following questions will help you get crystal clear on who your ideal customer is that would love to buy your art or products.

- 03 -

WHO DO I SERVE?

DEFINE YOUR IDEAL CUSTOMER

If you have sold your art /products, think about the people who have purchased from you. What do they have in common?

Please write a brief demographic description (gender, age, profession, income bracket, where do they live, married or single? Kids? etc.).

DEFINE YOUR IDEAL CUSTOMER

Brainstorm ideas about people who connects with your art/products.

Who is interested in your your subject matter? The message or theme of your work? Your techniques? etc...

E.g. If you paint botanical watercolors, people who would naturally be interested in your work would be people who care about nature, the environment, or love the outdoors.

Next, think about who buys this kind of work? Who would publish this kind of subject matter? Environment organizations and non-profits, wedding planners, florists, people who own nurseries, etc...

Now you can begin to imagine what your ideal customer looks like, what their hobbies are, where they hang out, etc...

Journal about this person here... (gender, age, profession, income bracket, where do they live, married or single? Kids? etc.).

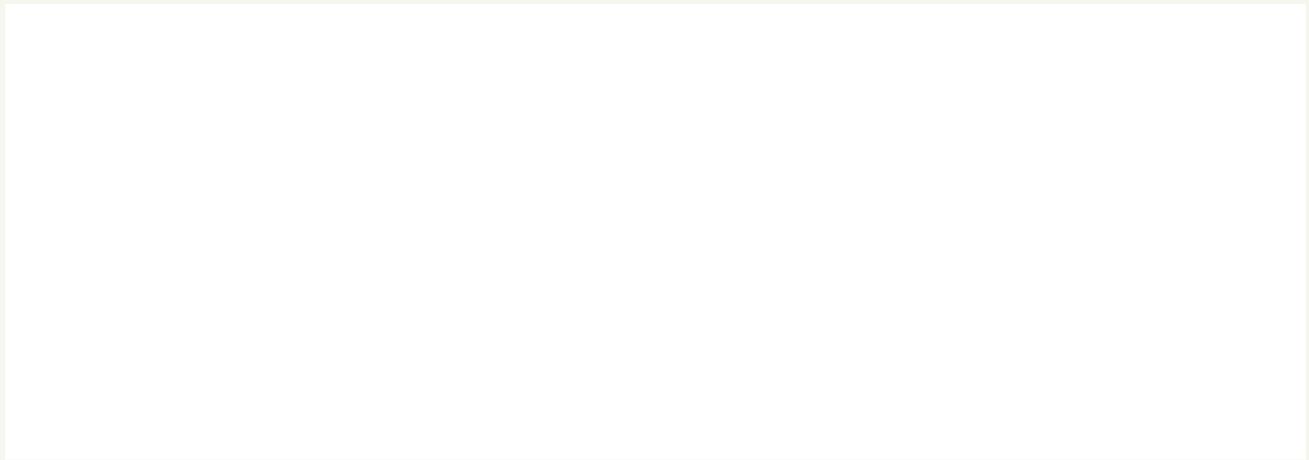


DEFINE YOUR IDEAL CUSTOMER

What would make your ideal customer's life more enjoyable?

E.g. Continuing with same hypothetical example - Perhaps this person is very affluent, and works long 40+ hour weeks.

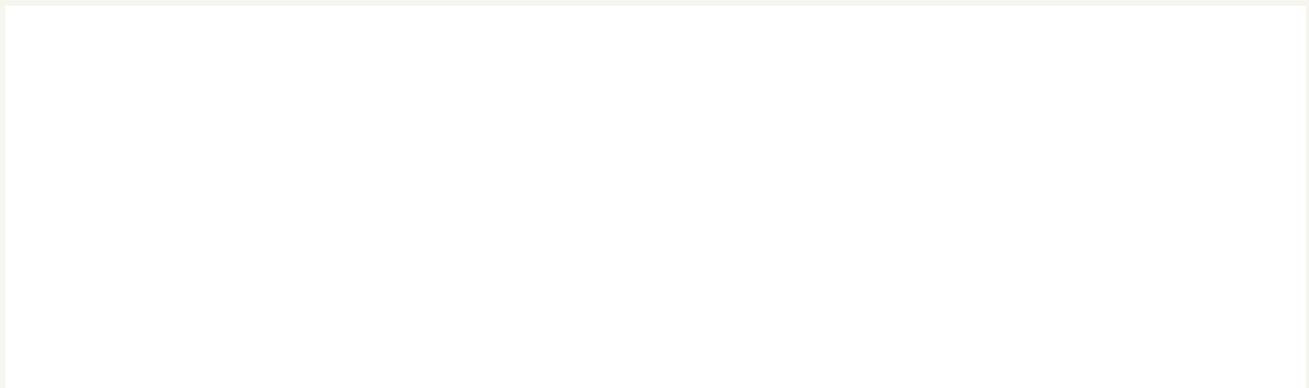
-> Things that would make their life more enjoyable would be to connect with nature more. To rest and relax. To slow down. To spend quality time with their family and friends. etc...



What is their secret wish or desire that your product or service can fulfill?

(E.g. Maybe they want to feel carefree, go camping with their family, just "be" in nature... etc...

And your botanical watercolors can give them this feeling when they see it)



- 04 -

WHY SHOULD PEOPLE BUY FROM YOU?

WHAT MAKES YOU STAND OUT IN A SEA OF COMPETITION?
WHAT IS YOUR SPECIAL SAUCE?

"Your business' value proposition is arguably the most important element of your overall marketing messaging. A value proposition tells prospects why they should do business with you rather than your competitors, and makes the benefits of your products or services crystal clear from the outset."

-Dan Shewan, Wordstream

Basically...

What is your brand's secret sauce?

- 04 -

WHY SHOULD PEOPLE BUY FROM YOU?

WHAT MAKES YOU STAND OUT IN A SEA OF COMPETITION?

What is your business/art market category?

Examples: Art, Interior design, Coaching, Teaching, Online courses, etc.



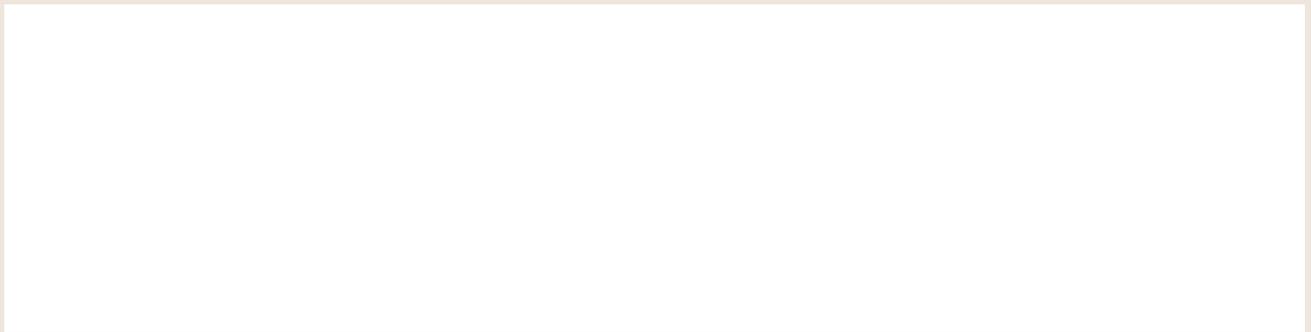
Narrow down further. What is your subcategory?

Examples:

Art - Abstract painting, Modern art, Figurative art, etc.

Interior Design - Mid-century modern, French country, Traditional, etc

Coaching: Life purpose clarity, Health, Parenting, etc.



BRAND DISCOVERY QUESTIONNAIRE

WHAT'S YOUR SPECIAL SAUCE

What do you sell? List the products, services or courses.



What are your products, services or courses features?

For example:

Products: How do you make them? What materials/supplies/special tools do you use? Is the process you use to make them special?

How do you package your products? Does it come with anything special?

E.g. A handwritten thank you note., etc..



BRAND DISCOVERY QUESTIONNAIRE

WHAT'S YOUR SPECIAL SAUCE

Reflect on how does doing what you do HELP YOU in your personal life?

For example an abstract artist might feel that when they paint intuitively, without a plan, without being confined to a subject matter, they get a chance to be truly free.

Or if you are a coach, you may feel like when you practice what you preach, you feel happier, more satisfied with life, less stressed, healthier, etc...

Perhaps you are a teacher, remember back to when you were a student and you discovered a teacher who really helped you..... How did their approach help you? For example: I felt encouraged. It was a safe space to ask questions and explore. I felt I wasn't being judged, so I could express my true self.

How did learning more about the subject matter help improve your life? Maybe you gained a deeper insights into life, learning something new made you feel inspired again. etc...

If your business sells a product, how does using this product help you in your life?

Write about how does doing what you do HELPS YOU in your personal life?



BRAND DISCOVERY QUESTIONNAIRE

WHAT'S YOUR SPECIAL SAUCE

How does doing what you do, or using your product help transform someone else's life? Or, what problem does it solve in a special way? What secret desire does it fulfill? How does it help them achieve their goals?

Your product or service may transform someone's life on a deep level, for example if you are an art teacher, you may help people connect to their creativity and inner child and feel a sense of inner joy.

Or it may be a simple solution:

For example: I make stylish tote bags for grocery shopping - The problem I solve is that people can make something as ordinary as grocery shopping a bit more fun by packing up their groceries in a cute, stylish handbag. These tote bags help add a little pizzazz to a rather typical chore.

Write about how does doing what you do HELPS OTHERS in their lives>



BRAND DISCOVERY QUESTIONNAIRE

WHAT'S YOUR SPECIAL SAUCE

Now summarize the previous statement in a bullet-point list.

List 3-5 ways your product or service helps your customers in a big way:

(You can also include the emotional benefits of buying or using your product or service.)

BRAND DISCOVERY QUESTIONNAIRE

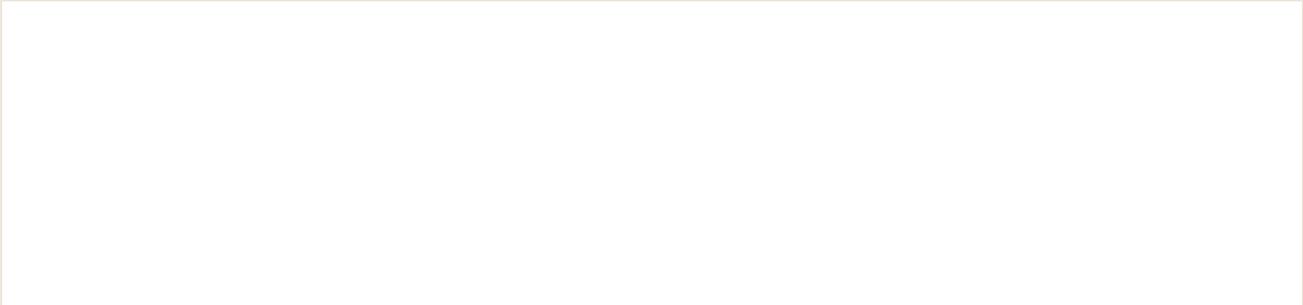
WHAT'S YOUR SPECIAL SAUCE

ANALYZE YOUR COMPETITION

Who are the top 3 brands leading in your general industry? (Who are your top 3 competitors?)



What things do these brands do that you love?



What things do these brands do that you don't like?



BRAND DISCOVERY QUESTIONNAIRE

WHAT'S YOUR SPECIAL SAUCE

ANALYZE YOUR COMPETITION

What is unique about your brand, your business model, or your approach that differentiates you from your top 3 brand peers?

Why do your clients/customers choose you over your competition?

Describe your art / business like you're talking to a middle school class.

- 05 -

WHAT IS THE PERSONALITY & VIBE OF YOUR BRAND?

What would you like your brand to feel like?

Examples: Welcoming, Encouraging, Fun, Exciting, Joyful

What is your life motto?

For example, "To live each day in love and gratitude, spend quality time with people I care about, and have fun!

My second one is: "How can I make this challenging _____ fabulous?"

BRAND DISCOVERY QUESTIONNAIRE

WHAT'S YOUR BRAND'S PERSONALITY & VIBE

What is your style of communication? (Friendly, motivational, direct, humorous, etc)

If you had to describe your brand as a contradiction, what would it be?
E.g. 'Modern meets rustic' or 'pretty with an edge'.

If your brand was a season, which one would it be?

If your brand was a mood, which one would it be?

WHAT'S YOUR BRAND'S PERSONALITY & VIBE

Which 5 adjectives best describe your brand's personality?

E.g. Calm, inspiring, down-to-earth, honest, happy.

Which 3 adjectives best describe your brand's tone of voice?

E.g. Motivational, upbeat, informal.

If your brand was a season, which one would it be?

If your brand was a mood, which one would it be?

WHAT'S YOUR BRAND'S PERSONALITY & VIBE

From an overall brand experience standpoint, would you describe your brand as:

- A . Everyday affordable: Honda - Practical, reliable, fair price
- B. Upscale luxury: BMW - Luxurious in every way
- C. Conscious Luxury: Tesla - Luxury and a better choice for the environment
- D. Other. Why? (For example, Toyota Prius: Practical and Conscientious.

Do you want your brand to feel more traditional and well-established, or more modern and aware of current trends? Formal or casual? Other?

What type of hangout spot perfectly sets the tone for your brand?

Such as an upscale restaurant, a pool party, a martini lounge, backyard BBQ, etc.

WHAT'S YOUR BRAND'S PERSONALITY & VIBE

If you had an office where clients could meet with you, what would it look like? (Style, textures, patterns, materials, colors etc)

What ONE word describes how you want your customer (and leads) to feel after they visit your website, see your social posts or correspond with you?

Describe the look/tone of your brand:

E.g. Light & airy, dark & sultry, vibrant, energetic, earthy & organic, fresh, modern, simple, clean, minimal, etc...

What is your tone-of-voice that connects with your ideal customer?

The generation your ideal client is part of (Baby boomers, Gen X, Millennials, etc.) influences how they communicate with each other.

Eg. Formal, conservative, funny, humorous, slang terms, etc.

P A R T T W O

02

DEFINE YOUR BRAND ATTRIBUTES

CLARIFY & REFINE

Now it's time to identify your brand attributes.

Once you complete the questionnaire, please go through and circle the words, phrases and attributes that are most significant to defining you and your brand.

This refined list will become your foundation of brand identify, a.k.a. your brand attributes.

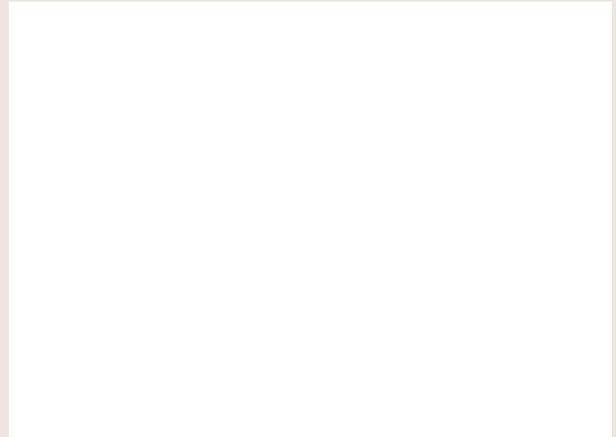
Your final list will consist of attributes or elements which help you reach your brand goals and objectives, and ensure that every interaction resonates with your ideal customer.

LIST YOUR BRAND ATTRIBUTES

CORE VALUES



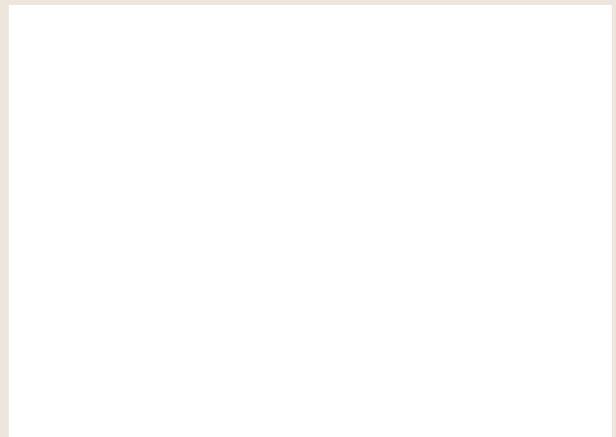
BRAND PERSONALITY



LOOK & FEEL



TONE OF VOICE



P A R T T H R E E

03

WRITE YOUR BRAND PURPOSE STATEMENT

Just like every successful business, you'll need a brand statement that clearly explains what you do, who you do it for, how you do it, what the emotional benefit is, and why you're different from the rest.

Now that you have had a chance to deeply reflect on what you do, why you are passionate about your work, who you serve, and why your product uniquely solves their biggest problem or fulfills a big desire, **it's time to sum up the essence of your business in a brand purpose statement.**

BRAND PURPOSE STATEMENT

Summarize your answers into a clear brand purpose statement.

Remember to include these points in your B.P.S.:

- 1. What you do.**
- 2. Who you do it for.**
- 3. How you do it.**
- 4. How it will benefit your customer.**
- 5. Why they should buy from you.**

(For example, I help entrepreneurs launch their businesses by coaching them so they can clarify their brand strategy and easily create a website so they can start making money doing what they love.)

Write your Brand Purpose Statement here:



Need a little guidance?
Use the The Brand Statement Formula on the next page.

BRAND PURPOSE STATEMENT

FOR COACHES, COURSE CREATORS & CREATIVE SERVICE PROVIDERS

If you need a little help, use this formula to write your own brand purpose statement:

The Brand Statement Formula:

I (verb) for (ideal customer) by (what you do) so they can
(big benefit) without (problem).

Example: "I (1) empower (2) entrepreneurs starting their businesses by (3) coaching them through a process to define their brand identity, and teaching them how to create brand assets, write compelling copy and make an awesome website that converts clients (4) so they can launch their business and start making money doing what they love and DIY their branded, professional-looking marketing materials as they launch new products and services on the fly(5) without spending a fortune hiring a big agency."

Write your Brand Purpose Statement here:

BRAND PURPOSE STATEMENT

FOR ARTISTS & CREATIVES

If you need a little help, use this formula to write your own brand purpose statement:

The Brand Statement Formula:

I (1. - verb) (2 - subject matter/source of inspiration) in (3-kind of artwork you make & the medium you work in) to (4 -big benefit) for (5.- ideal client) who want (6 - big desire).

Example:

"I (1) capture (2) fleeting moments of light in my (3) abstract, nature inspired, watercolor paintings, to (4) inspire and uplift (5) nature lovers who want (6) to enjoy a moment of relaxation in their busy day.

Write your Brand Purpose Statement here:

BRAND PURPOSE STATEMENT

FOR CREATIVE PRODUCT MAKERS

If you need a little help, use this formula to write your own brand purpose statement:

The Brand Statement Formula:

(1. Descriptive verb) (2 - product description) made with (3 -special feature) to (4 -big benefit) for (5.- ideal client) who want (6 - big desire).

Example:

"(1) Handcrafted (2) tea blends made with (3)logal, organic ingredients to (4)promote health, reduce stress and nourish (5) moms who want (6) to enjoy a moment of relaxation in their busy day.

Write your Brand Purpose Statement here:

CONGRATULATIONS!

You have clarified your
brand foundation!

Now you are ready to create
your brand visuals!