

BRANDING [WORKSHEET]

What is a brand?

- Your brand is your promise to your customer. It tells them what they can expect from your organization.
- Your brand is derived from who you are, who you want to be and who people perceive you to be. But more than who you think you are, how others perceive you is more important.
- Your brand strategy is how, what, where, when and to whom you plan on communicating and delivering on your brand messages. Where you advertise is part of your brand strategy. Your distribution channels are also part of your brand strategy. And what you Communicate visually and verbally is part of your brand strategy, too.
- A brand will help encourage someone to buy a product and it directly supports whatever sales or marketing activities are in play. But the brand does not explicitly say "buy me." Instead, it says "This is what I am. This is why I exist. If you agree, if you like me, you can buy me, support me, and recommend me to your friends."

Put simply, your brand is what your prospect thinks of when he or she hears your brand name. It's everything the public thinks it knows about your name brand offering—both factual and emotional. Your brand name exists objectively; people can see it. It's fixed. But your brand exists only in someone's mind.

Tips to Boost Your Brand

TIP 1. FOCUS

CHARACTER

What are your company's vision, mission, and core values? How can you translate these into a noun, verb, or adjective that people can connect with. Write as many words on the that come to mind on the space provided then choose your top three.

AUDIENCE

Who is your target customer? A buyer's persona is a fictional, generalized representation of your ideal customer. Creating one will help you write any message or content on social media with impact. View this recommended resource [[How to Make A Buyer Persona](#)] then describe your persona on the space provided.

Your ideal customer

Name:

Age:

Demographics:

Lifestyle:

Story:

PROMISE

What are the benefits and features of your products or services? Write as many words on the that come to mind on the space provided then choose the top three you want to highlight.

NEXT STEP: Put together your character, your audience, and promise in one sentence. Identify the problem of your audience and how you can deliver a solution using your character and promise.

Your brand statement should look like this:

I will help (your niche market) + verb + through your brand promise and service

Examples:

- I will help young professionals learn business writing through fun seminars teaching easy-to-learn principles.
- I will help small business owners create customized and compelling presentation materials for their clients through professional design services.
- I will help working moms achieve financial independence through educating them about savings and investments.
- I will help expats locate quality and affordable residences through convenient sourcing.

TIP 2. ASSOCIATION

Your brand comes in the form of perceived quality of your services or an emotional attachment. For example, Nike often associates its products with star athletes hoping customers will transfer their emotional attachment from the athlete to the product. For Nike, it's not just the shoe's features that sell the shoe.

Activity: Associate your brand with people, places, things, and activities that is relevant with your persona.

PEOPLE

List down influential people whom you want to introduce your brand. Some of them may be existing customers already. Speak with your marketing team on how to come up with a campaign to engage them.

PLACES

Where do you want your brand to be seen? Consider your persona's lifestyle.

<input type="checkbox"/> Households	<input type="checkbox"/> Schools	<input type="checkbox"/> Conference Centers	Others:
<input type="checkbox"/> Malls	<input type="checkbox"/> Churches	<input type="checkbox"/> Public Vehicles	
<input type="checkbox"/> Offices	<input type="checkbox"/> Streets	<input type="checkbox"/> Sports Venues	

THINGS

What objects do you want your target customers to remember you by?

- 1.
- 2.
- 3.
- 4.
- 5.

EVENTS/ ACTIVITIES

Seasonal:

<input type="checkbox"/> New Year	<input type="checkbox"/> Valentines	<input type="checkbox"/> Graduation	<input type="checkbox"/> Summer
<input type="checkbox"/> Back to School	<input type="checkbox"/> Christmas	<input type="checkbox"/> Lenten Season	<input type="checkbox"/> Rainy Days
<input type="checkbox"/> Mother's Day	<input type="checkbox"/> Father's Day	<input type="checkbox"/> Halloween	<input type="checkbox"/> Christmas
<input type="checkbox"/> Other Holidays			

Lifestyle Activities:

Eating Working out Leisure time Resting

Others:

TIP 3. CONSISTENCY

Choose the online platforms where you want to regularly create content and identify how frequent. The next step would be to list down key topics of the materials you want to create (articles, videos, images) and your corresponding schedule in making them.

Platform /Channel	2-3xDaily	Once A Day	Weekly	Every 2 Weeks	Monthly
Website Blog					
Third-Party Websites					
E-Newsletter / Email Marketing					
Facebook					
Twitter					
Instagram					
YouTube					
LinkedIn					
Others					

TIP 4. EMPLOYEES

People within your organization represent your brand. Schedule a session about what you learned with your team mates. Connect with leaders from your marketing and human resources group and encourage them to think of ways your own employees are informed about your brand and eventually be excited to become your very own ambassadors

Write your ACTION PLAN here:

What's the difference between branding and marketing?

Branding is strategic. Marketing is tactical.

Marketing may contribute to a brand, but the brand is bigger than any particular marketing effort. The brand is what remains after the marketing has swept through the room. It's what sticks in your mind associated with a product, service, or organization—whether or not, at that particular moment, you bought or did not buy.

The brand is ultimately what determines if you will become a loyal customer or not. The marketing may convince you to buy a particular Toyota, and maybe it's the first foreign car you ever owned, but it is the brand that will determine if you will only buy Toyotas for the rest of your life.

Brand loyalty happens when:

- ✓ you deliver your product and service consistently
- ✓ you design a marketing program that creates awareness, build customers, and educate ambassadors.

BONUS TOOL: [Checkout this free resource from HUBSPOT](#)

References:

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McLaughlin, J. (2012, January 09). What is a Brand, Anyway? Retrieved August 01, 2017, from <https://www.forbes.com/sites/jerrymclaughlin/2011/12/21/what-is-a-brand-anyway/#7bc0b7e02a1b>

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If you like this worksheet, please subscribe to jonahchipeco.com so we can connect via e-mail or invite me to your office to share a simple talk about branding.