



# BE MAGNETIC

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**BRAND BUILDING WORKBOOK**

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“A brand is a person's gut feeling about a product, service, or company.”

**Marty Neumeier, *The Brand Gap***

# VISION

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This is your 1,000 foot view for your company. Your vision should be futuristic and optimistic. This is where you stand up as the leader of your company and share the ideas that are guiding the future of your business. (Example) Amazon: “Our vision is to be earth's most customer-centric company, where customers can find and discover anything they might want to buy online.”

If there were no hurdles in business and time was irrelevant, what are the ultimate goals, outcomes, results and impact you hope to have on the people you are serving?

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# MISSION

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Your vision is what you hope to accomplish, and your mission statement is how you are going to do it. Mission statements are short and concise. They are boiled down to the fewest words possible in order to keep them focused and memorable. Questions to consider: Who are you impacting, how are you doing it, and why? Is your mission reasonable (not too lofty)? Is it concise? (Example) Starbucks: Inspire and nurture the human spirit—one person, one cup, and one neighborhood at a time.

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# VALUES

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Use this page to make a list of all the values that come to mind. Go deeper than “excellence” or “customer service”. Think about what you value deep down at the core of your company.

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# VALUES

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Narrow down your top three values. Use the first line to write your value. It can be a single word or short phrase. Then write a brief statement about each one.

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# PERSONALITY

Think of your brand as a person, and remember, people do business with people. What is your company's personality? List all of the words that come to mind, then narrow it down to the 3-6 traits that best describe your company on a human level.

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# VOICE

People do business with people that they know, like and trust. Your brand voice is how you talk to people. Your voice is influenced by your brand's personality. List all the different tones of voice that come to mind, then narrow it down to the top 3-6 qualities.

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## MARKET FIT

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What problems exist for your potential clients?

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How does your company solve those problems?

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# TARGET AUDIENCE

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High level demographics (age, gender, location, career)

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What is their family situation like?

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Where are they at in their career? (established, just starting out, transitioning, etc.)

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What do they do for fun/hobbies?

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How do they dress?

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What are their favorites? (music, tv, food, drinks, sports)

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Where do they prefer to take their vacations? (mountains, beach, city, local, abroad, etc.)

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What do they value?

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# TARGET AUDIENCE

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What do they struggle with?

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How do you make their lives better or easier?

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Why might they struggle to say yes or buy what you're offering?

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What is the most common feedback you get from clients? Why do people love to work with you?

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# AUDIENCE KEYWORDS

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Like brand essence, these words describe the essence of your ideal clients. List all the different qualities that come to mind, then narrow it down to the top 3-6 qualities.

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# CUSTOMER PERSONA # 1

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Customer personas are a way to make the idea of your dream client come to life. Create a person who embodies someone that exists in your target market. Find a photo of this person and paste it in the box.



Name, age, gender:

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Describe their family:

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Describe their current job/career:

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Describe their personality:

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Describe their pet(s) and give name(s), if they have pets:

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Describe their hobbies and social life:

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Describe what they may struggle with, or anything else that comes to mind about this person:

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## CUSTOMER PERSONA # 2

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Customer personas are a way to make the idea of your dream client come to life. Create a person who embodies someone that exists in your target market. Find a photo of this person and paste it in the box.



Name, age, gender:

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Describe their family:

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Describe their current job/career:

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Describe their personality:

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Describe their pet(s) and give name(s), if they have pets:

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Describe their hobbies and social life:

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Describe what they may struggle with, or anything else that comes to mind about this person:

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## CUSTOMER PERSONA # 3

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Customer personas are a way to make the idea of your dream client come to life. Create a person who embodies someone that exists in your target market. Find a photo of this person and paste it in the box.



Name, age, gender:

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Describe their family:

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Describe their current job/career:

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Describe their personality:

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Describe their pet(s) and give name(s), if they have pets:

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Describe their hobbies and social life:

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Describe what they may struggle with, or anything else that comes to mind about this person:

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# COMPETITOR OVERVIEW

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Give an overview of the competition in your industry. Are there a lot of businesses doing what you do or something similar to what you do? Are you first to market? Are competitors just starting to pop up?

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List your top three competitors:

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## COMPETITOR # 1

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A competitor analysis helps you to take a closer look at competing brands, which ultimately helps you to define how you are different. Find their logo and paste it in the box.



Name of company:

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What are they doing well?

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What are they not doing well?

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Describe their brand (colors, fonts, personality) and how they show up in marketing/online?

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## COMPETITOR # 2

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A competitor analysis helps you to take a closer look at competing brands, which ultimately helps you to define how you are different. Find their logo and paste it in the box.



Name of company:

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What are they doing well?

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What are they not doing well?

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Describe their brand (colors, fonts, personality) and how they show up in marketing/online?

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## COMPETITOR # 3

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A competitor analysis helps you to take a closer look at competing brands, which ultimately helps you to define how you are different. Find their logo and paste it in the box.



Name of company:

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What are they doing well?

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What are they not doing well?

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Describe their brand (colors, fonts, personality) and how they show up in marketing/online?

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## THE DIFFERENCE

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List all the ways that you are different from your competitors. What is your special sauce?

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If you could tell your clients ONE thing about your business, what would you tell them?

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# WE ARE THE ONLY

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Build an Onlyness Statement. This exercise, sourced from Marty Neumeier’s book “Zag”, helps you to position your business. It answers the question “What makes you the only?” This can be very challenging to do! Take your time and think both critically and creatively about your business.

\_\_\_\_\_ is the only \_\_\_\_\_  
(your business name) (what you do/category)

that \_\_\_\_\_  
(what makes you different)

for \_\_\_\_\_  
(who are your customers)

in \_\_\_\_\_  
(location/market geography)

who \_\_\_\_\_  
(why they need you)

during \_\_\_\_\_  
(when do they need you/underlying trends)

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

Example:  
Wheat Montana Farms is the only wheat distributor  
that sells grind-it-yourself wheat in stores  
for serious home bakers  
in the United States  
who want fresh-ground flour for baking  
in an era of growing interest in “slow food”

## BRAND STORY

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This is where we tie everything together. Lean into your personality and voice to tell a compelling story about your brand. Answer the questions individually, then use that information to craft your story. Stories are typically a couple paragraphs, give or take.

What prompted you to start this business?

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What is your why?

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How did you get from there (prior to starting your business) to here (where you are now)?

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Who is the hero in your story? (Hint: this should always be the customer)

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# BRAND STORY

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What are their challenges and pain points?

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How does your business show up as the supporting actor to help the hero achieve success?

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How do your customers feel after they've worked with you?

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Hook 'em in! Brainstorm the opening line of your story - start with a question, bold statement, or entertaining thought.

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# BRAND STORY

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Use the information you gathered on the last two pages to write your brand story.

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# INFUSING YOUR BRAND

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After you've gone through the work of unpacking and defining your brand, how are you going to implement it all? There are opportunities to infuse elements of your brand into every aspect of your business! Use these last pages to brainstorm ideas.

On your website:

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On social media:

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In your email marketing:

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Internally with your team:

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# INFUSING YOUR BRAND

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In your physical location:

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In your VIP groups:

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In-person events:

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In marketing/advertising opportunities:

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Other areas:

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