

Document a Definitive Brand

WITH KAYLA NAAB

We Have 66 Days Left.

In 2022, there are 2 months and 5 days remaining.

In the next 66 days, we all have four tasks:

- Reflect on 2022
- Complete 2022
- Plan for 2023
- Prepare for 2023

True in business and in many other areas of life.

Where does your *brand* – the essence of your business – fit in?

Let's explore.

What Falls Under “My Brand?”

Your brand is the sum of every perception of you and your business.

Who is perceiving you? Your customers and prospects, your industry peers, media creators and journalists, potential and current employees, the public.

How are they perceiving you? Online content, advertising, events, products or services, customer support, reviews, and the list goes on...

What feeds their perception? Experiences and memories, emotions, images and colors, tone and attitude (of people, of content), language usage, effectiveness and efficiency, pricing and value, reputation and social proof, etc...

So everything is part of the brand?

Yeah, everything is part of the brand.

Importance of Brand Documentation

CERTAINTY:

- Decisive + clear
- Get the important notes out of your head and on paper
- Remove analysis paralysis.

CONSISTENCY:

- Cohesive Look & Feel
- More familiar for customers
- Prevents confusion
- Builds trust

IMPROVEMENTS:

- Highlight and improve touchpoints:
- Marketing, customer service, sales, product/service, community

SCALABILITY:

- Educate current or future employees more effectively
- Guide for vendors, freelancers
- Answers questions so you don't have to.

MEDIA READINESS:

- Media Kit (Bios, logos)
- Clearer story, mission, message
- Reputation check

The 8 Phases of Your Brand

1) BRAND IDENTITY	5) BRAND TOUCHPOINTS
2) AUDIENCE INSIGHTS	6) BRAND x COMMUNICATIONS
3) MVP2	7) BRAND DESIGN
4) MODES OF DELIVERY	8) ACTIVATING YOUR BRAND

PHASE ONE: **BRAND IDENTITY**

What is your Brand Identity?

Your brand identity is the basic “bio” of your business, the background and how you got here, what you offer (generally), and your position in the industry among peers or competitors.

Brand Identity

Background + Basics

History of your company, founder story, team size, bios, industry, accolades, etc.

Differentiators

Why you? Why this? Why now? Why them? How is it special? Make us care.

Industry Position

Competitive research (**careful!**), Provable differentiators, Market sentiment

Persona

Optional: Creating a character profile for your brand (*Pros + Cons*)

PHASE TWO: AUDIENCE INSIGHTS

Who am I trying to reach?

Your audience includes your customers and other groups of people you hope to work with or demonstrate your value to. You'll want to learn about them - but what matters?

Audience Insights

- **Profile Your Consumers Beyond the Demographic**
Motivations, interests, behaviors, lifestyle notes, preferences for interaction...
- **Non-consumer Audiences**
Industry media, larger media, influencers, advertisers, collaborators, referrers, gifters
- **Speaking their language**
The Audience Fluency Assessment, keywords, generational slang, language barriers
- **Assuming vs. Analyzing vs. Observing vs. Asking**
How we learn about our audiences is as important as what we find out.
- **Using what we learn**

PHASE THREE: **MVP2**

MVP2

MISSION	This is your aim in business. What do you hope to do, for whom?	I will. I endeavor to. We plan to. It's our goal to. Join me as I. My mission is to...
VISION	Imagine an ideal world, improved industry, or future influenced by you...	Who are you helping and what do they deserve? What makes for a good life/world/home/day?
PROMISE	What can customers trust you for, above everything else?	Think: security, privacy, quality, timely delivery, anytime service, something specific

MVP2

MANTRA	The rally cry for you, your business, and the work you do. Something you could write on a post-it and stick to the wall.	Maybe a tagline. Maybe a phrase you're known for using. Possibly a short version of your mission or promise.
VALUES	What do you stand for? How do you conduct yourself? Ethics. Truths. Vibes.	Usually a list of 5 - 8 beliefs, qualities, or characteristics; Be ready to prove it.
PHILOSOPHY	What is your stance in the industry? What is your angle? How do you see it?	Your philosophy doesn't have to be controversial. It should be meaningful.

Why bother to do the MVP2?

- Great motivator and “north star”
- Focus activities toward key objective, values
- Foundation for culture, directs team/partners
- Important to check the map periodically.

PHASE FOUR: MODE OF DELIVERY

What are my “Modes of Delivery?”

Your modes of delivery are the ways your offering will reach your customer. =

For service providers, consider how your services is packaged to be consumed. This may include onboarding materials, documents, templates, appointments, sessions with you, any content you provide, takeaway collateral.

Modes of Delivery

- End-to-End Service Delivery
- Packaging Components
- Product Presentation
- User Experience
- Customer Experience
- Retail Shelving / Presentation

(EXAMPLES)

- Bedside Manner
- Billing or Admin Experience
- Takeaways & Throwaways
- Community Environment
- Loyalty Programming
- Event experientials

PHASE FIVE: BRAND TOUCHPOINTS

What are “brand touchpoints?”

- Great motivator and “north star”
- Focus activities toward key objective, values
- Foundation for culture, directs team/partners
- Important to check the map periodically.

Brand Touchpoints

DIGITAL	OFFLINE	CONCEPTUAL
Website, social profiles + content, emails, digital ads, videos, articles, coverage of your brand online, forums, chat bot, SMS messages, online reviews...	Brick and mortar spaces, signage, business cards/stationery, vehicle wraps, events, print mail, customer service experiences, TV spots...	Affiliations, impressions, rumors, expectations, predispositions, biases, passing observations, peer reviews, overheard conversations...

Brand Touchpoints

Owned

Any property or interaction where you control all of the content, conversation, or the presentation of your brand.

Earned

Any coverage, review, or user-generated content of your brand created by someone else where you do not control the content or presentation.

Bought

Any coverage, story, advertisement, or representation of your brand which is paid for, where creation/presentation is likely approved by you, and published by someone else.

Wait – do my modes of delivery also count as brand touchpoints?



Yep.

Brand touchpoints include *everything the light touches* – all the little brushes and chance encounters that your brand has with any audience. Everything is your brand.

But your touchpoints include way more than just your MoD.

PHASE SIX: **BRAND X COMMUNICATIONS**

Brand x Communications

Voice + Tone >>>

How your brand sounds and comes across in communications of all kinds.
Non-prescriptive and flexible depending on use-case and circumstance.

Content Guidelines >>>

How representatives of your brand should use language to best convey your brand's voice and identity, reach audiences as they prefer to be reached, and make the impression we intend to make.

Library of Stories >>>

Core messages, pillar topics, areas of focus, areas of expertise, case studies, testimonials, employee stories, trials & triumphs

Do Brand & Content overlap?

Yep.

As you put your brand together, you'll quickly realize what your marketing has been missing. This section is a good prologue to a big content strategy revamp.

PHASE SEVEN: **BRAND EXPRESSION + DESIGN**

Do I have to change my design?

- No – if you like your current visual expression, keep it!
- It's still good to document what you do use, and why.
- You should also interrogate whether your brand design is effective, not just likeable. ← Identify what this means for you.
- Not all elements of design are a logistical nightmare to change!

Think small first.

Brand Expression + Design

Colors – You're not a sports team. You don't have to stick to 2 colors. Choose a palette of 4-5 shades, and add white/black as needed. **There is an entire science to choosing colors.**

Typography - What fonts and typesettings and punctuation choices you use are all communicating on your behalf. It's important to choose legible fonts that evoke the mood you're going for.

Logo - Your logo should come in several sizes and varieties for every use case. An effective logo for your industry may vary – consider where your logo will appear and how your consumers will view it.

Packaging, Stationery, Signs – Consider how your logo and other visuals will appear on any physical touchpoints you'll use.

Choosing photos, images, icons – You may be curating stock photos or taking your own, using illustrations or graphics, choosing icons for your website – etc.

All of these notes belong in a style guide!



BRAND MOODBOARD

A brand moodboard is a great way to toss ideas together and get inspired before you settle on final brand visuals.

A moodboard is also a fun way to visualize your existing colors, logo, and other elements and use as a reference for future visual choices.

PHASE EIGHT: BRAND ACTIVATION

Activating Your Brand

1. Audit existing touchpoints
2. Modify existing touchpoints
3. Establish any new touchpoints
4. Set objectives & timelines for brand work ← **this stuff takes time!**
5. Create brand launch/re-launch plan
6. Draft and design announcements
7. Roll out!
8. Monitor against objectives set

Your Brand is Evolutionary.

- Some elements may be harder or less responsible to change frequently (logos, packaging elements, et al)
- Many elements of the brand are fully malleable and should be challenged, molded, amended.
- Many elements will naturally change as business evolves – it's considered negligent to leave your brand document idle for over 12 months.

THE WORKBOOK

+ NEXT STEPS

"Can I DIY my Brand Development?"

YES! Just make sure that you're considering your brand from all relevant perspectives.

YES! If you are ready to check your biases, maintain objectivity, and simultaneously pour your heart into a meaningful project.

YES! It's wise to sit with your own ideas before you invite outside input.

>> I've included this Brand Development Workbook to help you. <<

(Just hit File >> Make a Copy to fill in your own copy)

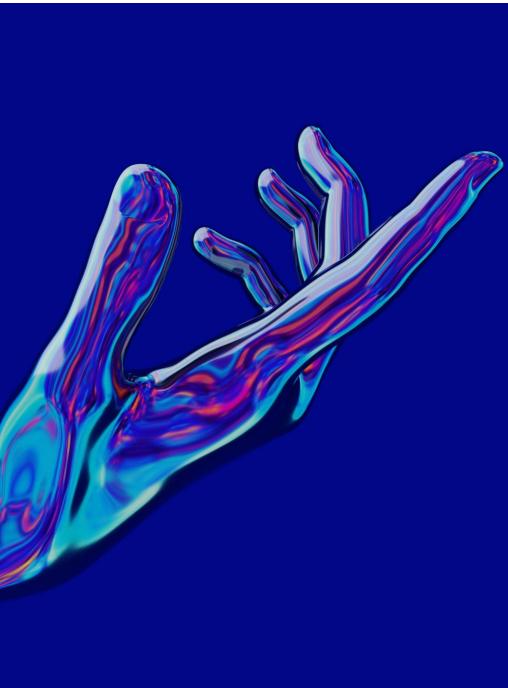
LET'S TALK ABOUT IT.
WHAT QUESTIONS DO YOU HAVE?

An Incredible 50% off services

SERVICE	CURRENT PRICE	YOU PAY	EXPIRY + AVAILABILITY
Monthly Consulting	\$4,444 / mo	\$2,222 / mo	3 Spots Must Book before January 1
10-Session Total Strategy (brand, content)	\$444/ea \$4,440 total	\$222/ea \$2,220 total	2 Spots every 8-10 weeks Book by January 1 to get on calendar asap
Half-day Strategy Reset Workshop	\$2,222	\$1,111	5 Spots per month (these go quick) Discount available until March 1
Complete Monthly Blog Management	\$2,222 / mo	\$1,111 / mo	3 Spots Must book before January 1

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