1. BRAND

BRAND ESSENCE STATEMENT

Brand Essence Statement is an attribute you want to be associated with that evokes the feelings you want your customers to have about you.

If you asked people to describe your brand in one word, would your ideal word be obvious to them? If so, what is that word? Use the list on the following page for inspiration.

BRAND ESSENCE STATEMENT

- Adventurous
- Affectionate
- Agile
- Agreeable
- Alert
- Altruistic
- Ambitious
- Analytical
- Argumentative
- Artistic
- Assertive
- Astute
- Balanced
- Brave
- Calm
- Candid
- Capable
- Careless
- Caring
- Cautious
- Charismatic
- Charming
- Chatty
- Chic
- Child-Like
- Classy
- Clean
- Clever
- Coherent
- Compassionate
- Competent
- Competitive
- Confident
- Conservative
- Consistent
- Cooperative
- Courageous
- Crafty
- Crazy
- Creative
- Critical
- Curious
- Deep
- Defiant
- Delicate
- Determined
- Devoted
- Diligent
- Diplomatic
- Disciplined
- Discrete
- Disruptive
- Dramatic
- Eager
- Easy Going
- Eccentric
- Efficient
- Emotional
- Empathetic
- Energetic
- Enterprising
- Enthusiastic
- Exuberant
- Fashionable
- Fearless
- Femine
- Fiery
- Flashy
- Flirtatious
- Formal
- Frank
- Friendly
- Funny
- Futuristic
- Generous
- Gentle
- Grumpy
- Handsome
- Happy
- Hardworking
- Helpful
- Hip
- Humble
- Idealistic
- Impetus
- Impulsive
- Incisive
- Independent
- Indiscreet
- Ingenious
- Innocent
- Innovative
- Inciteful
- Inspiring
- Intellectual
- Interesting
- Joyful
- Keen
- Kind
- Knowledgeable
- Laid-back
- Liberal
- Lively
- Local
- Logical
- Loud
- Loyal
- Masculine
- Maternal
- Mature
- Methodical
- Meticulous
- Mischievous
- Modern
- Modest
- Motivated
- Mysterious
- Natural
- Naughty
- Neat
- Nostalgic
- Nosey
- Nurturing
- Obstinate
- Old Fashioned
- Optimistic
- Outgoing
- Outspoken
- Passionate
- Partnerial
- Patient
- Patriotic
- Peaceful
- Pensive
- Picky
- Playful
- Polite
- Popular
- Practical
- Precise
- Proactive
- Proficient
- Profound
- Proud
- Provincial
- Prudent
- Punctual
- Reassuring
- Rebellious
- Refined
- Reliable
- Religious
- Reserved
- Resolute
- Resourceful
- Respectful
- Responsible
- Restless
- Rowdy
- Safe
- Sarcastic
- Sassy
- Scientific
- Sensitive
- Serene
- Serious
- Sexy
- Sharp
- Silly
- Sincere
- Sloppy
- Smart
- Snobby
- Sociable
- Solemn
- Sophisticated
- Soulful
- Stable
- Strong
- Studious
- Subtle
- Systematic
- Tactful
- Talented
- Thoughtful
- Tidy
- Traditional
- Trustworthy
- Unassuming
- Unconventional
- Urban
- Versatile
- Warm-hearted
- Watchful
- Wealthy
- Wise
- Witty
- Young

“People don’t buy what you do, they buy why you do it”

—Simon Sinek

UNIQUE VALUE PROPOSITION (UVP)

In business and marketing, the UVP (unique value proposition) is a statement that clearly tells your potential customers how they will benefit from your offer, how your products or services will address their needs and solve their problems, and what makes your offer different from the competition.

Why should customers buy from you instead of a competitor?

What need or pain point does your product or service solve?

What’s your mission? What do you stand for?

2. AUDIENCE

TARGET MARKET & TARGET AUDIENCE

Your target market is defined as the entire group of people you want to expose your brand experience to, influence or impact their buying behavior, support your cause, or inform and educate. In contrast, your target audience is much more narrow; it's a particular group of individuals in your target market that you expect to buy your product or service.

Your target audience is not "everyone" (unless you're Google). Your task in defining your audience is to identify and understand your niche so you can dominate it.

1. When you came up with your business, product or service who did you think it would help?

2. Does this audience currently purchase products similar to yours for a similar price?

3. Where does your target audience live?

4. What specific things do your buyers have in common?

AUDIENCE

Primary Target:

Secondary Target:

Tertiary Target:

What are the psychographics of your target audience? What kind of personality do they have? What is type of attitude do they have? What are their values, interests, hobbies, lifestyles, etc.? What else can you say about your target audience?

Now that you have empathized and identified with your target audience and selected a name of this person who represents your ideal persona, write a short narrative or story that describes a day in the life of your ideal customer avatar. You can use your answers from the previous worksheets for inspiration. Use the descriptors, activities, the empathy map, the problems they may be experiencing or the beliefs they may have, and how your product or service solves their issues and how they would resonate or relate to your desired brand experience.

Now, as a visual aide, search online for a stock photo that represents your ideal target customer. What does this soulmate client look like?

Now repeat this same process for your secondary and tertiary target audiences.

Would your avatars hear or see your brand essence statement, and your tagline you created earlier and identify with them? Would they behave the way you intended? If so, great! You can now move on to the next module as your brand essence and target audiences with your soulmate client avatars are all in alignment! If not, what do you think needs to be modified and why? Heads up, you will have the opportunity to survey your audience to gain further insights, information and inspiration to fuel your strategy and plan and hone in on your target audiences further.

“Remember marketing is a journey, you will discover more about your audience as you grow, test your assumptions and build your brand.”

—Rhea Allen

3. EMPATHY MAP

GET INSIDE THEIR HEAD

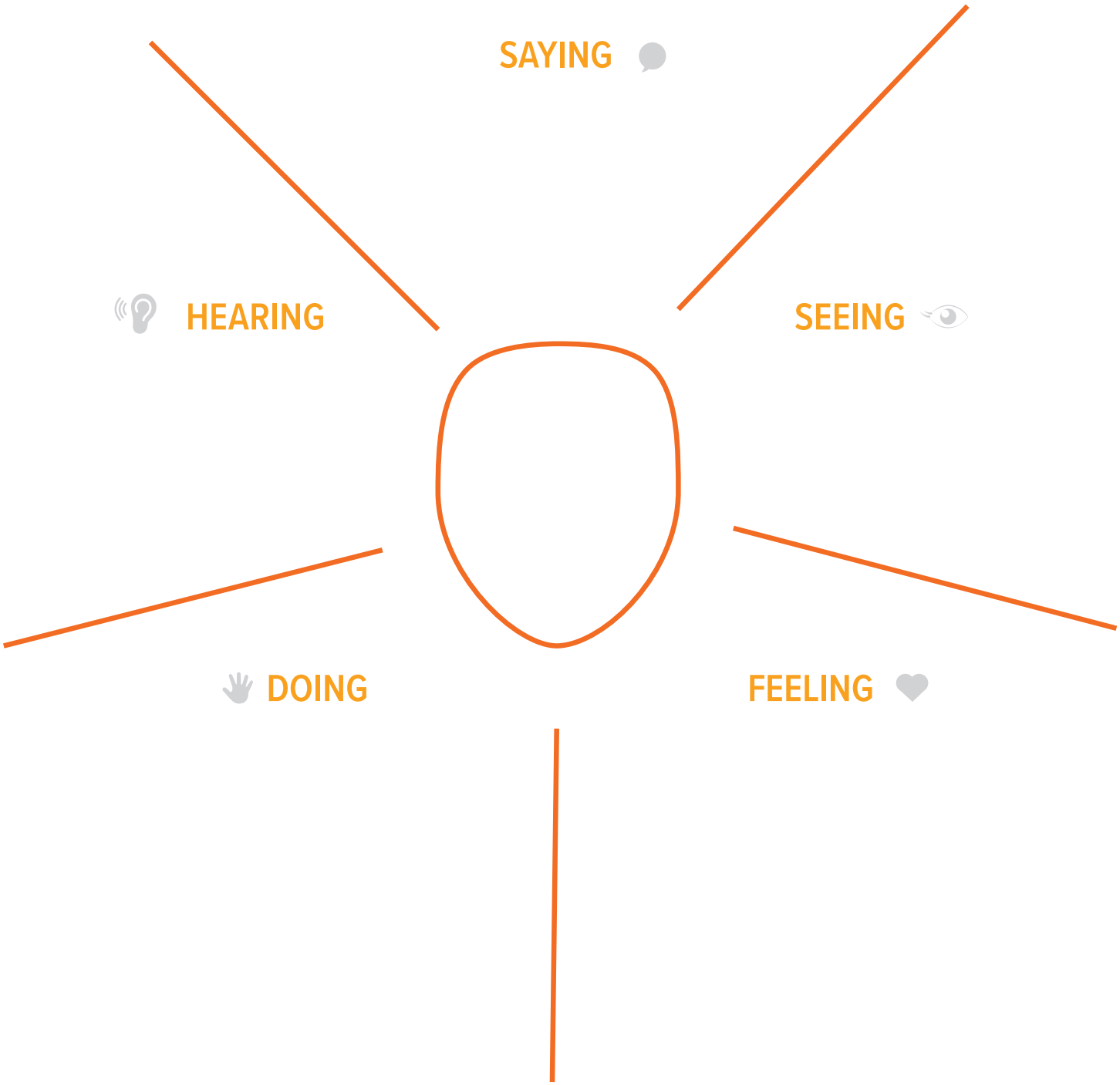
How do you create remarkable and relevant material to reach your target audience? Being able to put yourself in their shoes is a great start, and the empathy maps is one tool to use to do this!

What is an empathy map? Empathy maps are a resource used by marketers to understand user behavior, and visually communicate those findings to key stakeholders. The empathy map included in this exercise explorers what the user thinks, hears, sees, feels and says.

Three empathy maps have been included for you to empathize with your primary, secondar and teriary targets.

PEPPERSHOCK MEDIA

EMPATHY MAP



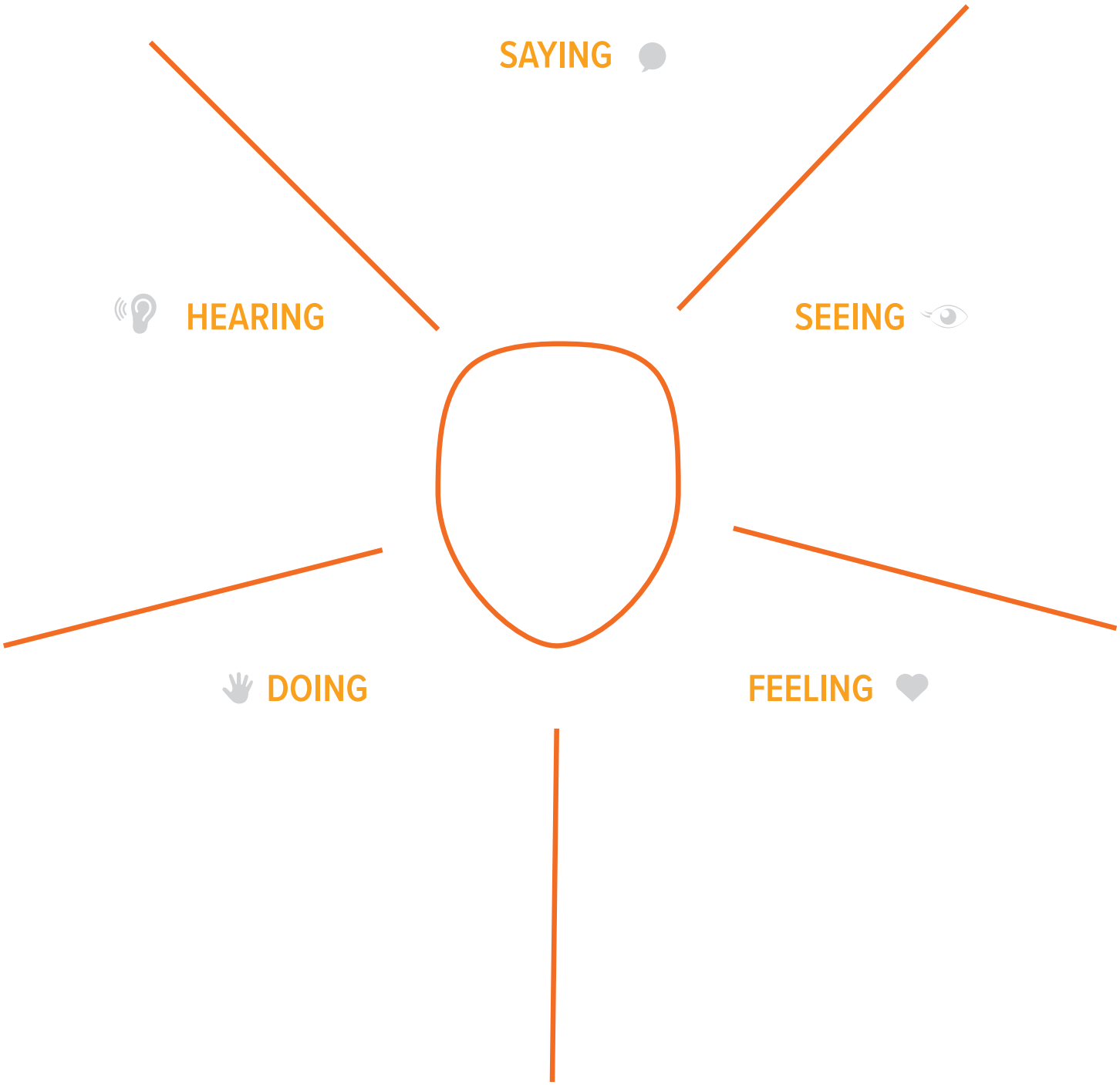
Target Type _____ Name _____ Age Range _____

Role _____ Occupation _____

Industry _____ Average Annual Income _____

PEPPERSHOCK MEDIA

EMPATHY MAP



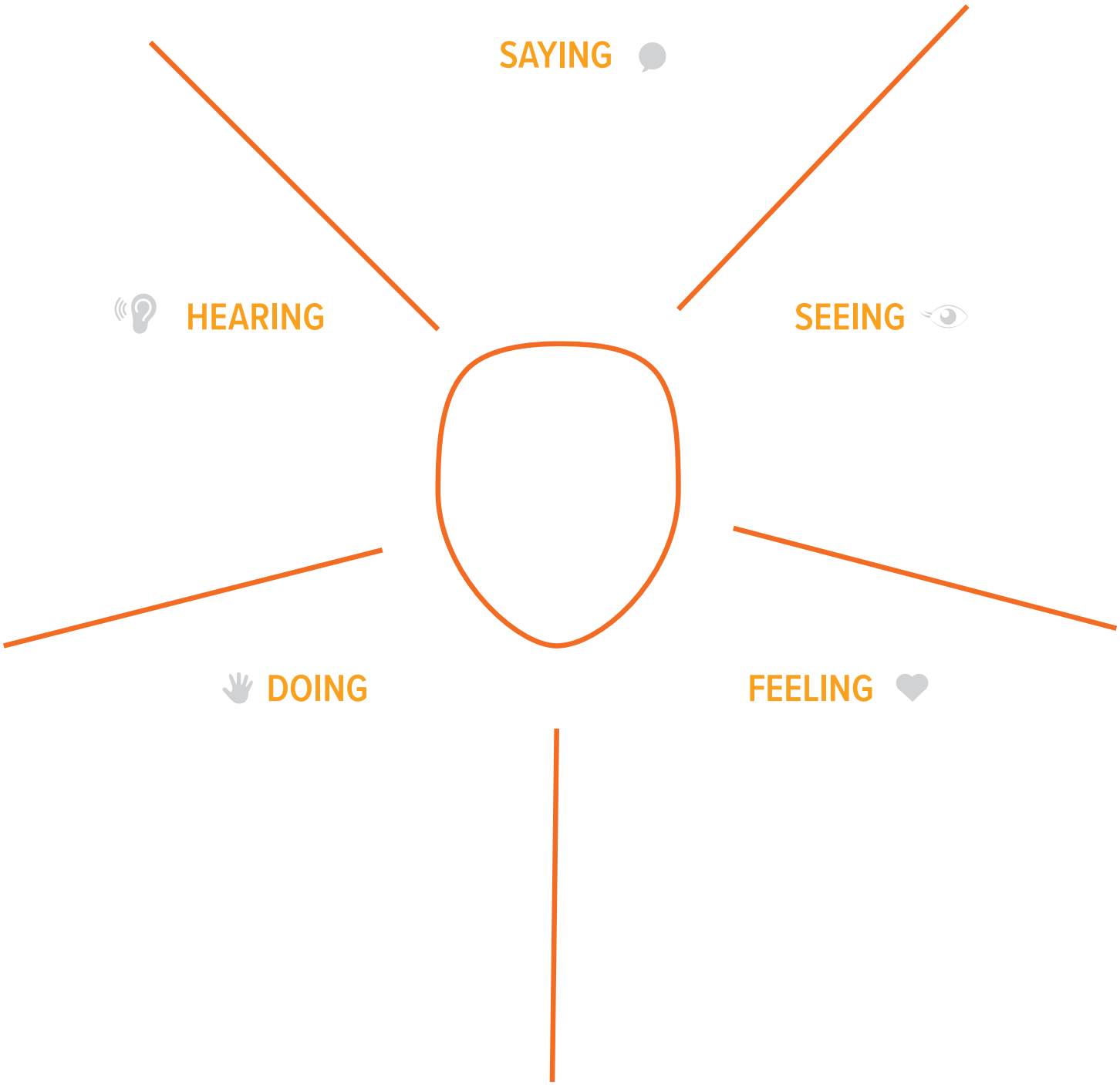
Target Type _____ Name _____ Age Range _____

Role _____ Occupation _____

Industry _____ Average Annual Income _____

PEPPERSHOCK MEDIA

EMPATHY MAP



Target Type _____ Name _____ Age Range _____

Role _____ Occupation _____

Industry _____ Average Annual Income _____

4. SWOT

Strengths, weaknesses, opportunities, and threats

Strengths

Think of all the strengths you have internally with your staff, your crew, your vendors, supply chain. What differentiates you from your competition in these areas?

Think of all the helpful opportunities outside of your company, what are some opportunities that are happening right now? Is there something that could be a great opportunity if you explored it further?

What are some things you want to start identifying now but haven't yet?

What are some ways you could partner with other people such as government opportunities, partnership opportunities, to get yourself leads in the door?

Weaknesses

What are some weaknesses your business has?

What kinds of threats and weaknesses do you have in your field?

What challenges could you face?

Competitors can be a huge threat. What are they doing differently than you? What ideas do they have that you could reinvent? How could you implement these ideas better? What advantages do you have over your competitors? How can you make these advantages even better?

5. GOALS

S.M.A.R.T.E.R. GOALS

Specific, Measurable, Achievable, Recorded, Time-bound, Ethical, and Revised

Goal 1

Goal 2

Goal 3