

Your brand
strategy
workbook



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Identifying your ideal client is an essential step in building a brand, designing purposeful business communications and creating effective marketing campaigns - and is one that many business owners often overlook in the hopes of reaching everyone.

This workbook will help you think smarter about who your audience is and how you solve their problem – then, you can communicate to them in a magical way that generates the most impact!

1. Dig Deep!
2. Don't describe yourself - this one is tough, but important.
3. Don't worry that you're eliminating potential clients. You can still serve everyone, but remember this ideal client is someone who you are the most passionate and excited to work with!
4. Adapt these questions for your business if needed.
5. Keep this completed workbook somewhere prominent where you can refer to it regularly. Revisit your answers every 6 months or so.



*You only want to attract
the people who have the means and
motivation to purchase from you.*

To get the right clients and have a thriving business, your niche is something you need to be very clear on. But knowing what your niche is and who you work with can be difficult to narrow down! Most business owners want to work with everyone, and do all the things.

However, there are several problems, when going for the 'anyone is better than no one' approach:

- You'll struggle to make your branding and marketing specific enough to attract anyone
- You'll struggle to clarify what you do.
- You'll struggle to identify your target market!

The solution is to get crystal clear on your niche and who you work with, then your branding and marketing can be specifically targetted.

If you worry about wanting several niches or narrowing down your market too much – don't! Once you're clear on one niche AND have become known for it, you can then work on the next group or niche.

Clarify your niche

What do you want to be known for?

Who do you help?

What do you specialise in?

What problem do you solve for your clients?

How do you do this?

Who is your target market?

Consider the following basic criteria, but be really specific. Narrow it down as much as possible.

DEMOGRAPHICS

- Gender
- Age
- Profession
- Income Bracket
- Education

LOCATION

- Country/ies
- City and suburb
- Urban/Rural

LIFESTYLE

- Married, partner or single?
- Children? If so, how many, what age group?
- What do they do in their spare time?
- Where do they go on holiday?
- Where do they shop?

MEDIA

- What social media platforms do they use?
- What online media do they read?
eg newspapers, international, mainstream or alternative
- What print media do they read?
eg magazines, newspapers
- How do they listen to music? What music?
eg radio, online app

Target market

Describe your target market?

In order to create a truly memorable and desirable brand that can represent (and grow with) your business for years to come, you need to now dig deeper.

Branding is more than just pretty graphics, colours and fonts. It's how your audience views your business. So you need to have a strong, cohesive message, a clear vision and show up regularly and consistently in order to direct how your brand is perceived. A good foundation and great design is the best place to start.

How can you make your business the only logical choice for your ideal clients?

Your brand voice

Imagine a client/customer is raving about your business to a friend. What are they saying? What sets you apart?

What are your brand values?

What is your why?

What is your brand story?

abundant	elegant	informal	quick thinking
ambitious	energetic	inspirational	quiet
approachable	enthusiastic	integrity	realistic
aspirational	environment	intense	reliable
attention to detail	ethereal	intuitive	responsible
authentic	evocative	justice	romantic
balanced	expensive	learning	self-assured
beautiful	expert	light	sensitive
bright	expressive	lively	serious
brilliant	exuberant	logical	simple
bubbly	fiery	luxurious	single minded
calm	fine	market leader	sociable
campaigner	flamboyant	nature	soft
capable	flowing	nostalgic	soothing
clear	focused	nurturing	sparkling
clever	forward thinking	objective	specialist
comforting	friendly	open	spontaneous
communicative	fun	optimistic	stand out
community	gentle	opulent	strong
compelling	graceful	organic	substantial
creative	grounded	organised	supportive
cutting edge	growth	passionate	timeless
decisive	hearty	perceptive	traditional
dependable	hedonistic	perfectionist	twinkly
disciplined	high achiever	personable	uncompromising
distinctive	high end	positive	understated
dramatic	historic	practical	unusual
driven	imaginative	precise	visionary
earthy	improviser	precise	warm
effervescent	impulsive	productive	welcoming
efficient	independent	quality	youthful

Your brand personality

Use this list to help you choose adjectives that sum up how you want your brand to be perceived by your target market. Start by scanning through the list and noting any words that resonate, don't think too hard about it. Feel free to add your own words too.

Now narrow these down to your top 8-10.

Finally, narrow this down to your top three. This is crucial because it's difficult to convey more than a few traits in a successful visual brand. Your brand will encompass many qualities, but the most successful brands are focused on 2-3 key traits in their visual branding.

Congratulations on successfully completing this workbook. You are now on the way to having a brand that you are proud of, that portrays your business strengths and will motivate your target market to work with you or purchase your product.

Creating a new brand might feel overwhelming, but it can be a simple and inspiring process now you've done the right background work.

Now you know what makes your brand special, you need to communicate that through everything you do that is related to your business.

Catherine

Next steps

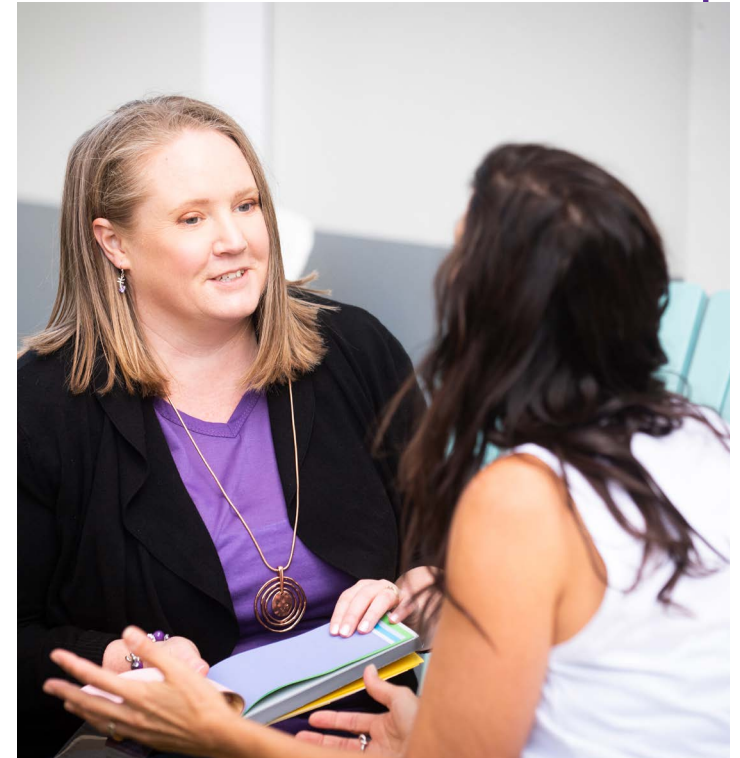
If you'd like to work with an experienced and creative graphic designer to create your visual branding please do get in touch.

I provide a full graphic design service from branding, print and digital collateral, and websites and love to work with small-medium businesses.

With a focus on developing a great designer-client relationship, I can devise and implement the best design-print-digital-web solutions for your business. This is best done when we commit to working together for the long-term.

Learn more about my work at documentsbydesign.co.nz and book a **free consultation call** with me to discuss your project.

If you have any questions, please don't hesitate to reach out!
Flick me an email at catherine@documentsbydesign.co.nz and I will do my best to help.



Do great work for great people!