

BRANDING

10 ESSENTIAL STEPS BEFORE STARTING A BUSINESS



WHO IS THIS FOR?

Whether you are starting a business or revamping your brand, this resource takes you through each step in the process to create a strong and effective brand!

WHAT THIS IS?

This resource can help you implement your brand by providing valuable insights, tips, and best practices for creating a strong, effective brand identity. Learn about different marketing strategies and techniques to help you promote your brand and reach your target audience!



DISCOVER

Unlock your brands potential and discover the steps you need to take to establish your brand!



BRAND

Brainstorm and create all aspects of your brand. From messaging to logo, this resource will help you through it all.



IMPLEMENT

Develop a strategy to implement and create a strong and recognisable brand!

BRAND DISCOVERY

Brand discovery is the first step to building a strong brand presence!

Brand discovery is crucial because it helps businesses gain a deeper understanding of their current state and lays the foundation for future success.

By examining what has already been done and assessing the existing processes, organizations can identify their strengths and weaknesses, enabling them to make informed decisions about their brand strategy.

By clarifying goals, businesses can align their actions with their desired outcomes and create a coherent brand identity that resonates with their target audience. Ultimately, brand discovery empowers businesses to build a strong and differentiated brand presence in the market.

Questions to Ask During This Stage:

1. What have you already done?
2. What is your current process?
3. What are your strengths & weaknesses?
4. What are your goals?

What You Will Accomplish During This Stage

- Setting goals to guide your process
- Answer the essential questions to begin the branding process

BRAIN-MAP

Think about what you are trying to accomplish as a brand! Use this space to answer the brand discovery questions.

What have you already done?

What is your current process?

What are your strengths and weaknesses?

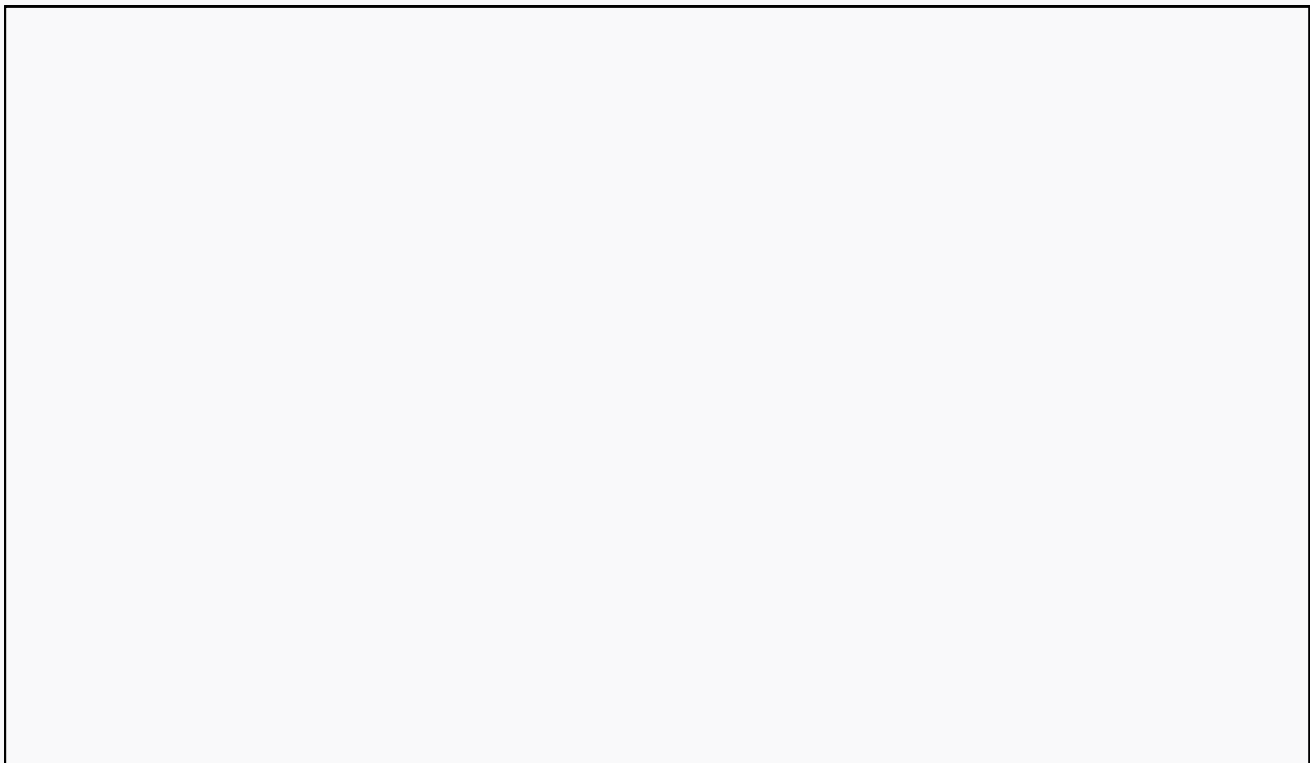
WHAT ARE YOUR GOALS?

Setting good goals is essential because it provides direction, focus, and motivation for individuals and organizations. Well-defined goals serve as a roadmap, guiding actions and decisions towards desired outcomes. They create a sense of purpose, inspire commitment, and enable progress monitoring, ultimately increasing the likelihood of success and personal fulfillment.

Think about your answers to the previous questions, and use those responses to guide the specific goals you set.

- What would you like to change about what you are currently doing?
- What are you going to do to improve your process?
- How are you going to strengthen your weaknesses?

Try to set goals for now as well as goals for the future.

A large, empty rectangular box with a thin black border, intended for the user to write their goals. It occupies the lower half of the page.

BRAND RESEARCH

Doing research before launching your brand is essential because it helps you make informed decisions and increases the likelihood of success.

Doing research before launching your brand is essential because it enables you to gain valuable insights into your target market, competitors, and industry trends. It helps you:

- Understand the needs and preferences of your potential customers
- Identify gaps in the market
- Position your brand effectively to stand out
- Attract the right audience.

By gathering information and understanding the landscape, you can make informed decisions, minimize risks, and increase the chances of creating a successful and sustainable brand.

Questions to Ask During This Stage:

1. What is your ideal client?
2. What are your competitors doing?

What You Will Accomplish During This Stage

- Gain more insight into your competitors and what the current market is like
- Figure out who your ideal client is

RESEARCH

Take some time to look into similar products or services. Look at what the business does well or what they may not be doing well. Look at their reviews, their EVERYTHING!

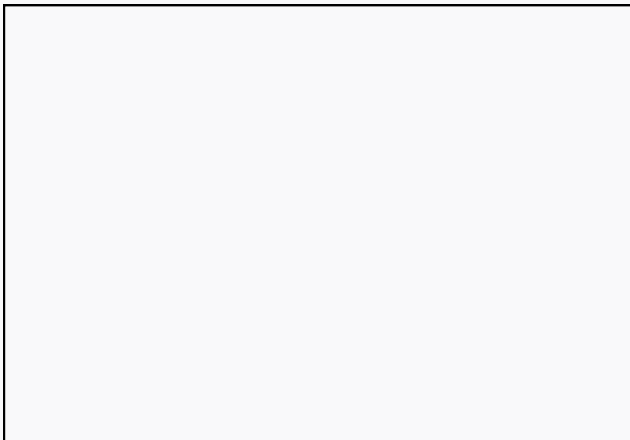
SIMILAR BUSINESSES:

*Find 3 similar businesses and WRITE THEM DOWN HERE

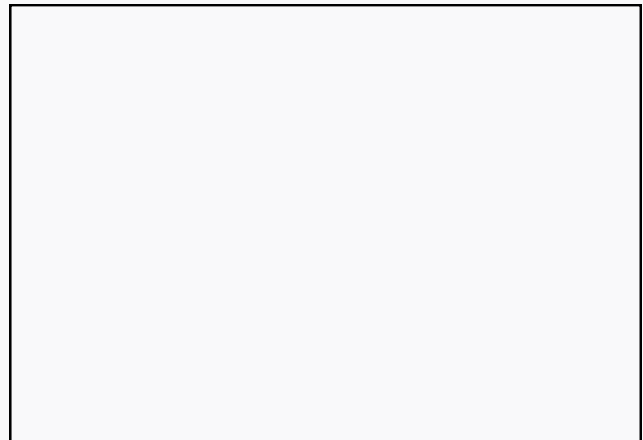
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Use this space to evaluate how your competitors are doing!

STRENGTHS



WEAKNESSES



What can you learn from your competitors?

IDEAL CLIENT

An ideal client is someone who has a genuine need or desire for the product or service, aligns with the brand's values and target audience, and demonstrates a high potential for long-term loyalty a

Demographic

***Think about who you are trying to reach, who do you see most likely to purchase your product/service?**

Age:

Gender:

Location:

Income:

Interests

What are they into or curious about

IDEAL CLIENT

Hobbies

What do they like to DO?

Pain Point

Try to imagine yourself in your customers position. Use these questions to guide your thinking

1. What are the most common customer complaints or issues in your industry?
2. What are the biggest challenges or obstacles you face?
3. Are there any specific issues or problems that keep you up at night or cause you stress?
4. What features or functionalities are you currently missing in the products/services you use?

IDEAL CLIENT

Pain Point #1

What is it?

How does your product/service solve the pain point?

Pain Point #2

What is it?

How does your product/service solve the pain point?

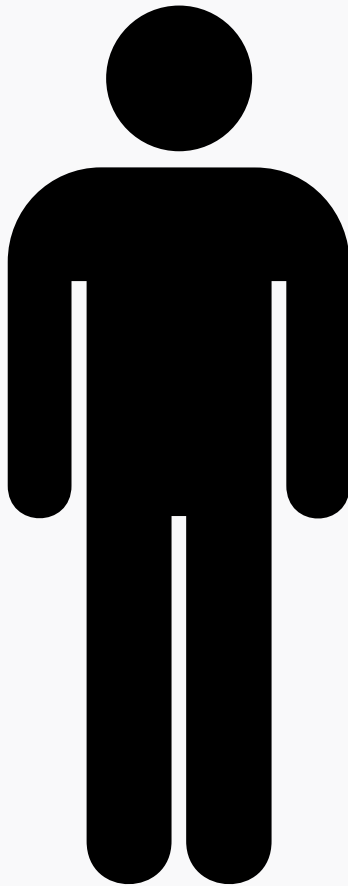
Pain Point #3

What is it?

How does your product/service solve the pain point?

IDEAL CLIENT

It is time to put it all together!



Demographic

AGE:

GENDER:

LOCATION:

INCOME:

Hobbies/Interest

HOBBIES:

INTERESTS:

Pain Points

GUIDING IDEA

In order to create a successful brand, you must think about your goals and where you see your brand going!

The guiding idea or vision is crucial to branding as it sets the overall direction and purpose of the brand. It provides clarity and inspiration for all brand-related decisions. It helps define the long-term aspirations and goals, ensuring consistency and coherence across all brand touchpoints.

Questions to Ask During This Stage:

1. What are the things you are trying to accomplish?
2. What is your vision for your brand?
3. Where do you see yourself in 3 years, 5 years, 10 years?

What You Will Accomplish During This Stage

- Create an idea or roadmap
- Start to visualize the vision you are trying to achieve

VISION

Road Map

Think about where you would like to see your business in 3 years, 5 years and 10 years!

 3 Years

 5 Years

 10 Years

What steps do you need to take to reach your vision?



BRAND DNA

Define your purpose and maintain authenticity for a strong brand foundation

The brand DNA encapsulates the essence of the brand's purpose, beliefs, and unique qualities. It is the foundation upon which the brand is built, enabling it to establish a strong and authentic connection with its target audience. Defining the brand DNA is important as it helps differentiate the brand from its competitors and cultivates a sense of loyalty and trust among consumers.

Questions to Ask During This Stage:

1. What is your purpose?
2. What made you start this business?
3. What is your WHY?
4. What are you going to do to make sure that your brand succeeds?
 - a. Time, budget, resources, partners?

What You Will Accomplish During This Stage

- Develop an understanding of why you are doing this
- Create clarity about your purpose

YOUR WHY

What prompted you to start this business?

Why are you doing this? What is motivating you?

Think about the logistics of your business

- What is your budget?
- Who is helping you?
- What resources do you need?

BRAND CORE

Identify values, mission, and personality to differentiate from competitors and build trust.

The brand core represents the fundamental principles and values that guide the brand's behavior and decision-making. It encompasses the brand's mission, values, personality traits, and positioning. Establishing a clear brand core is essential to branding as it shapes the brand's identity and helps create an emotional connection with consumers who share similar values and beliefs.

Questions to Ask During This Stage:

1. What are your values?
2. What is your mission?
3. What is your voice/personality?

What You Will Accomplish During This Stage

- Figure out what your values are
- Create a mission statement
- Create a personality for your brand

YOUR BRAND

Brand Values

Brand values are the fundamental beliefs and principles that guide a company's actions, shape its culture, and define its relationship with customers and stakeholders.

What are your brand values?

Mission Statement

A mission statement defines a company's purpose, target market, and the value it delivers, guiding day-to-day operations.

Example: "To provide high-quality, affordable electric vehicles that enhance mobility and reduce environmental impact for urban commuters."

Here is a very good resource to guide you:

<https://blog.hubspot.com/marketing/inspiring-company-mission-statements>

Steps to Create a Mission Statement:

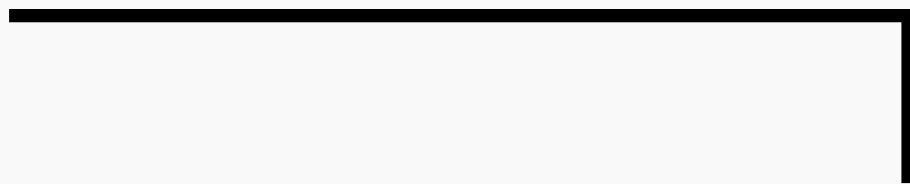
1. Explain your company's product or service offering
2. Identify the company's core values
3. Connect how your company's offering aligns with your values
4. Condense these statements into one
5. Make sure its clear, concise, and free of fluff

YOUR MISSION STATEMENT

Use this space to brainstorm and create a mission statement

Put your final product here!

“



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YOUR VOICE

Follow these steps to create a voice for your brand!

*Here is a helpful resource:

- [Discovering your brands voice](#)
1. Start with your company's mission
 2. Use your buyer persona as inspiration for your brand voice
 3. Look at your best-performing content
 4. Make a do's and don'ts list
 5. If necessary, use a third-party agency to determine brand vision
 6. Create a communications document so all your content is aligned

BRAND EXPRESSION

Craft impactful messaging to communicate unique selling points and address customer needs.

Brand expression involves crafting a concise and compelling elevator pitch and slogan that effectively communicate the brand's value proposition and key messaging. This step is important to branding as it provides a memorable and easily understandable summary of what the brand offers, capturing the attention of potential customers and creating brand recognition.

Questions to Ask During This Stage:

1. What is your slogan?
2. What sets you apart from competitors (unique selling point)

What You Will Accomplish During This Stage

- Create a slogan
- Elevator Pitch

SLOGAN

A slogan is a concise and memorable phrase or motto that represents a brand, product, or cause, and is used to create recognition. A good slogan is;

- Short or Punchy
- Memorable
- Clear & Concise

Think about what your business offers, your brand voice & personality, your target audience etc. Try to think of word, feelings and phrases that describe your business!

Put your final product here!

“ _____ ”

_____ ”

ELEVATOR PITCH

An elevator pitch is a concise and compelling summary of a product, service, or idea that can be delivered in the time it takes to ride an elevator, typically around 30 seconds to two minutes.

Here is a helpful resource:

- [Create an Elevator Pitch](#)

1. Introduce yourself
2. Provide a summary of what you do
3. Explain what you want
4. Finish with a call to action

Introduce Yourself

Provide a summary of what you do

Explain what you want

Think of possible call to actions

Write out a complete outline for your elevator pitch!

VISUAL IDENTITY

Create a visually appealing and consistent brand identity for recognition and trust.

The visual identity of a brand, including its logo, colors, and fonts, plays a crucial role in shaping its image and creating a visual representation that consumers can associate with the brand. Consistency in visual elements across various platforms and marketing materials helps establish brand recognition and fosters a sense of trust and familiarity among consumers.

Questions to Ask During This Stage:

1. What does my logo look like?
2. What fonts do I use?
3. What colors represent my brand?

What You Will Accomplish During This Stage

- Create a logo
- Develop a visual identity for your brand

LOGO DESIGN

To create a logo for your brand, start by identifying your brand's unique identity and values, then work to conceptualize and refine a visually appealing and memorable design that effectively represents your brand.

What do you want your logo to convey?

Use the space below to draw out possible logo ideas!

VISUAL DESIGN

Picking the right colors and fonts for your brand is important as they play a crucial role in conveying the desired message, evoking emotions, and establishing a consistent and recognizable visual identity.

What colors will you use?

Resources

- [Colors](#)
- [How to pick a font](#)
- [Examples of Fonts](#)

What font will you use?

BRAND GUIDE

Establish guidelines to ensure brand consistency and maintain the brand's essence.

A brand guide serves as a comprehensive document that brings together all the elements of the brand, including its vision, values, visual identity, and tone of voice. It acts as a reference for maintaining brand consistency across different channels and ensures that all communication aligns with the brand's essence. The brand guide is essential for internal and external stakeholders to understand and uphold the brand's identity and messaging.

Questions to Ask During This Stage:

1. What does my brand look like?

What You Will Accomplish During This Stage

- Summarize everything you have developed in this worksheet

BRAND GUIDE

GOALS

IDEAL CLIENT

PURPOSE

VALUES

MISSION STATEMENT

BRAND GUIDE

ELEVATOR PITCH

VISION

PERSONALITY/VOICE

SLOGAN

COLORS & FONT

LOGO

BRAND IP

Picking the right channels to market your new brand is essential to its success

Brand IP, or intellectual property, is important because it helps you establish and maintain your brand's distinctiveness and reputation. It encompasses the unique elements of your brand, such as logos, designs, and slogans, which set you apart from competitors. By understanding and valuing your brand's IP, you can strategically position your brand in markets where its unique attributes will be appreciated and respected, fostering growth, recognition, and long-term success.

Questions to Ask During This Stage:

1. Where am I going to market my brand?
2. What social media platforms will I be on?
3. Do I already have a website?

What You Will Accomplish During This Stage

- Determine which locations to market to
- Create social media handles

EXECUTION & IMPLEMENTATION

Make sure that you updated to ensure brand cohesiveness and recognition

Executing and implementing your brand consistently across all platforms and touchpoints is crucial to ensure brand cohesiveness and recognition. By updating your brand everywhere, you create a unified brand experience, build trust with your audience, and increase brand recall, ultimately leading to stronger brand equity and a more impactful presence in the market.

Questions to Ask During This Stage:

1. How will I make sure my brand is updated everywhere?

What You Will Accomplish During This Stage

- Complete the Brand Guide

Take time right now, and make sure to update and implement all these decisions you have made about your brand!

Congrats! You have finished the final step in this branding guide!

If you need further help with your brand, business, website or growth visit bigredjelly.com



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