

the
WORKSHEET

Brand Strategy 101

Creative Voices
CLASSES

Stop looking around,
trying to be like
everyone else. You're
a fucking original.
Trust yourself. Build
what only you can.



W E L C O M E
to heartfelt brand building

Did you know that in eastern languages, the word for heart and mind are the same? I learned this not so long ago and was thrilled because it's the perfect way to explain heartfelt brands.

When you're a small operation, the biggest tools you bring to the table are your purpose and personality. These are the foundations of your authentic voice and the keys to building with heart.

It's also what helps you stand out from the noise. A heartfelt brand draws people in and makes them want to stay. It makes marketing easier and selling almost unnecessary. It makes building a culture natural. You keep good people and don't get lost in turnover.

And in this way, building a heartfelt brand is also very much the *smart* way to build a brand. You really can be mindful and heartfelt at the same time.

My hope in saying all this is to free you from any bad advice you may have received along the way. The type of advice that tells you to fit the mold, do more, and see it all as a giant competition. Because it's not one or the other, idealistic or profitable.

And when you let go of all this, I hope you find a calmer more relaxed work life. One where you're self-assured instead of burnt out.

And may you always return to creating what you want to see more of in the world.

xx, jolla

LESSON 2

Purpose & Personality

Why are you doing the work you are doing? Remember Aristotle's *telos* – what are you aiming at in work? In life? How are the two connected?

Brainstorm some items on your own success list. What gives you energy? What is the best part of your day? What makes you feel fulfilled?

Looking at what you just brainstormed, whittle down your list to the top three items on your own personal success list:

- 1.
- 2.
- 3.

Using your purpose and your success list as guide, what are some goals you have for this year?



BOOK RECOMMENDATION:

Sometimes the best takeaways and breakthroughs for our work life come from decidedly un-businessy books. *The Alchemist* is a perfect title to pick up if you want some space to think about purpose and following your own unique path.

LESSON 3

Your Authentic Voice

Your promise is about taking a stand. It's about setting a goal and living up to it. And without ever even saying it, your audience will come to associate you with it. What are committing to doing as an organization? Start by brainstorming what comes to mind.

Looking at what you wrote down, what are some common themes? Which promises resonate the most deeply? It should be specific and powerful to you.

One of the best ways to help keep the soul of your work intact is by sticking to a strong brand promise. Look at what you brainstormed and try to get your brand promise down to one short-and-sweet sentence. Write it here:

I promise...

What are some adjectives that you want to describe your brand? The key here is to have the opposite *not* be negative. It's not just good or bad, but understanding how you're different.

- ✘ ~~Honest~~ (Because the opposite is dishonest, which is negative)
- ✔ Direct (The opposite of to-the-point is subtle, which is not negative just different)

The combination of your brand promise and your brand personality is something that is unique to you. No one else will have the exact mix that you do. Choose your top three brand descriptors based on the brainstorm above:

- 1.
- 2.
- 3.

Now it gets fun. List five things that you personally like. No need to overthink, just drop the first five that come to mind. And next to each, write one idea for how you could in some way incorporate that into your brand and your work.

*Example, you like photography and use Polaroid shots on your website.

- 1.
- 2.
- 3.
- 4.
- 5.

LESSON 4

Bringing Your Voice to Life

After working on your brand promise and fleshing out your brand personality, now comes the work of bringing it to life visually. Refer back to your three brand descriptors from the last lesson and explore how they come to life in specific ways.

Overall Tone — Are you loud or quiet? Direct or subtle? Calming or energetic?

Visuals — How will your brand look in photos, videos, animations, etc?

Copy — How does everything written sound? Casual or formal? Succinct or verbose?

Logo — Does your logo align with everything you've written above?



BRAND EXPLORATION ACTIVITY:

Pull images from all over, magazines you like, shops you admire, photos you've saved (can be digital and Tumblr is a good place to start, but consider doing this the old school way.)

BRAND GUIDE:

Once you have these details sorted, compile them into a brand guide. Download an example here: www.creativevoices.co/youtube-directory/brand-strategy-101

LESSON 5

Your Audience

What are some characteristics your audience all shares? Drop everything that you can think of below.

Now look at your brainstorm list, what are the top two or three characteristics? The most important ones that your audience all share? These are your key umbrella characteristics. Remember them each time you create a new piece of marketing.

1.

2.

3.

What problems are your audience facing? Think of tactical problems here — things that are outside of themselves and straightforward.

BONUS: Complete these exercises first for your company or organization as a whole. Then, if you have different products or services, do it again for each. This can clarify your messaging — are you're talking about the brand as a whole or a single product?

LESSON 6

Experience vs. Features

What are the main features of the key thing you do, sell, or offer? (You'll want to do this for each offering, but for now start with your hero product if you have multiple.)

Refer back to the last lesson. What problems are you solving?

Now the fun part. How do each of these features and problems link to an experience? List a solved problem or feature in the lefthand column then brainstorm stories, situations, or experiences of how that feature plays out your audience's life.

PROBLEM/FEATURE	THE EXPERIENCE

Start to train yourself to think in terms of experiences instead of just features. This will lead to more engaging content ideas and play a big part in helping you stand out and attract your audience. You're showing someone how you make their life better, richer, more interesting, more enjoyable. A role that is a privilege not to be abused.