



Creating a Brand

A Brand connects with people on a personal level and encompasses WHY you are in business. Simon Sinek, author of the brilliant book [Start with Why](#), famously said,

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

1. Creating a Mission and Visions

A Mission Statement defines the company's business, its objectives, and its approach to reach those objectives.

A Vision Statement describes the desired future position of the company.

2. Brand Statement/Tone/Personality = Brand Identity

This is a 3-5 sentence statement that describes your business like a person. This statement answers WHY you are in business, why you are different. Be unique and authentic. How do you or your business add value to the marketplace?

What pain points do you solve? What will make you different in this industry? Use personality characteristics in your brand statement.

Examples of “Why” Driven Mission Statements

Asana’s mission statement: to help humanity thrive by enabling all teams to work together effortlessly.

Uber’s mission statement: “Transportation as reliable as running water, everywhere for everyone.”

GoldieBlox’s mission statement: to correct the gender imbalance in engineering.

Brand personality is a "human set of characteristics" that are connected to a brand. Brands with a strong, well-defined personality instantly win some likeability points because customers can relate to them on a personal level. Your brand identity should instantly communicate how you solve these problems. Do you offer peace of mind? Workplace efficiency? The most convenient office supply delivery around



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3. Branding Tagline

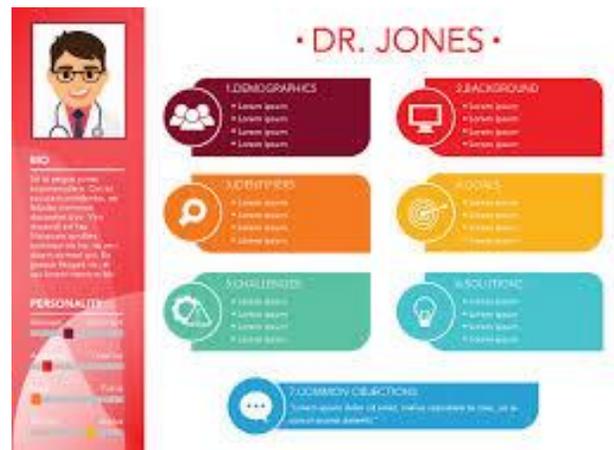
Think about making your tagline customer focused, so write it from the customers point of view and the benefits they receive rather than the service you provide. Example – Instead of “A holistic approach to full body wellness” Say “Your pathway to full body wellness”

4. Describe Services

From a customer viewpoint, why would a person need your product service? How do you make your clients feel? What problems do your potential customers have that you can solve?

5. Target Audience

When you think about your target audience think about defining their challenges, aspirations, interests and the problems you can solve for them. A well-defined target audience will help you develop the right content. In the social media marketing world, they call target audiences personas.



6. Branding Story

Background on my journey (I don't know if any of this is even relevant): What have you experienced that helps you relate to other people? Why should your clients trust you?

7. Market Research

Research and record who your competitors are, what their strategy is and what is working or not working. Research how customers look for product/service. Complete social media listening and a social media audit.