

Brand Clarity

WORKBOOK



PBG | Pierre
Branding
Group

welcome



A brand is so much more than a pretty logo. Branding is the process that aligns the opinions people have about your brand with the set of thoughts you want them believe and trust. To win loyal customers, you need to develop a story that represents the quality, personality and character of your organization or product.

If you are having trouble understanding personal branding, looking to brand your start-up business, or you are not really sure what branding is or why it's important and want to learn more, then my book, *The Art of Branding: A Practical & Simple Guide to Understanding The Branding Process*, is just what you need.

In this simple guide, you will find the answers some of the most frequently asked questions about personal branding and why it's an important piece of any entrepreneur's life today. If you are new to the idea of branding, this book is a great place to start with the basics.

Do you feel that your messaging is unclear, and no one understands what exactly it is that you do or what you're good at? Do you need to stand out more in your field so that you can secure a promotion or a better position? Do you have "a bunch of ideas" that you feel aren't connected and you need help organizing and activating them?


Defining your brand is like a journey of business self-discovery. It can be difficult, time-consuming and uncomfortable. This workbook is was adopted and redesigned to help you further gain clarity. As you answer each question, you will have to dig deep and explore your passions, your goals and your dreams. This entire workbook will guide you to a complete exploration of who you are, what you want to offer and who you want to serve.

Please, feel like you can answer truthfully and honestly. Everything is confidential and being honest and self-aware allows us to discover how to craft a successful brand. Together, we will discuss the completed workbook and we will talk about where you are at and any mental blocks you may have experienced while completing the brand clarity workbook.

I am so excited that me and the PBG team get to be a part of this journey with you. We exist to make the branding process simple, affordable, and stress free for people who already are taking on greater than normal financial risks in order to own and operate their own business.

Not only are we here to help, we want to help. Let's do this!

A handwritten signature in black ink that reads "Lydia Pierre". The signature is fluid and cursive.



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This has been created as a workbook to empower you to create your own incredible brand. It may only be used by you, for your own business. If you have a friend, colleague or client you feel may benefit, please direct them to the Pierre Branding Group website where they can contact us for a copy for themselves.



finding your niche

Your niche is that sweet spot in the market that only you can own.

It's the place where all the things that make your business unique can differentiate you from your competition. It's all the reasons that only your business could be the logical choice for your customers. Identify this spot and your clients won't hesitate to pick you – as long as they can see clearly that you offer what they want.

It may be your process that makes you different. It may be your approach to customer service. Or perhaps it's your creativity and flair? Maybe it's your voice. Maybe you have a truly unique product. Whatever it is, we need to find that thing and nurture it. We need to treasure it and truly bring it to life.

Along the way, you'll discover that the thing that makes your business quite so overwhelmingly special is the very same thing that's going to put some people off. The reason you can charge what you're worth to the people who really, truly value what you do is the very same reason that you're not right for everyone.

Getting to this point of focus and absolute clarity won't be easy. Defining your message and working out what you really want to be known for takes time to get right. You'll have to be resolute in your understanding of what you have to offer and your long-term goals for your business if you're to achieve your true potential. But the rewards are immense.

one brand or several?

Before we get started, let's talk about something that's so often the cause of a lot of confusion. Are we branding one business, or several? I'm not talking about how you run your accounting practices. But whether, if you have multiple offerings, it makes more sense for them to be seen as separate (but perhaps linked) companies, or all as one.

In simple terms, does it make sense to have one website or several? One company name or a few? One parent company with sub-brands? Or one business with a comprehensive set of offerings? There are so many options!

You don't need to know the answer now. But if you find it difficult to find clarity after the questions that follow, ask yourself whether you need to split your business out into several brands. Each with their own personality, their own client profile and most likely, their own website. It's a little more work, but it will enable you to find your clarity and make your marketing considerably more effective.

you or the business?

While we're here, let's cover another big cause of confusion. When you run your own business you bring a lot of yourself to the party. Your energy, your taste, your style often contribute to what makes you so special. And that means that very often your personality and your business are intertwined. But that doesn't mean that you *are* the business. Even if you're a consultant or your name is over the door, your business is a separate entity to you.

Your brand can still be authentic without having to bring every facet of your personality and taste into your message: it's not relevant and it'll get confusing, for you and your customers. Focus on what you deliver, on what it is that your clients value about the things that you do, and the message you want your business to send out to the world.



what's the big idea?

What's your vision for your business? What sort of company do you dream of building? What do you want to be known for? Let's imagine for a moment that nothing is standing in your way. What would you be doing? Who would you be working with? And how?

How big will your business become? What opportunities will it create? You may already have grand plans for world domination or perhaps your goals are more modest, it doesn't matter which end of the spectrum you're at.

This is your business on your terms, what does it look like?

This is totally the sort of question you could create a mood board for. Think big, get inspired and let your imagination run wild!



QUESTION N° 2

who are you?

Can you summarise in a sentence or two exactly what it is that you do? And can you identify where the value is in your business?

What, precisely, are your clients buying into when they do business with you? For example, one of my clients makes and sells artisan gelato, but what their customers are really buying into is a moment, a memory and sheer delight with friends and family. It's so much more than ice cream.

What are *you* really selling?

QUESTION N° 3

what magic do you bring to the party?

Let's think for a moment or two about *how* you do business. What makes your approach to business and what you do different? What value do you add and what runs through everything that you do?

As a designer, this probably means thinking about your creative process and the end result. As a business consultant this might mean looking at your approach, your process and the value you add to every single project you work on. As a chef, café or restaurant it might mean thinking about your taste – quite literally! What holds together every single one of your dishes? What defines your food style? What are your values and your principles? How does your business help your clients?

If you make brownies for example, how do you decide whether a flavour makes it or not? Your taste of course! The founding principles of your brand. Perhaps everything is natural, simple and generous in flavour because you put goodness at the heart of all you do?

Where's your focus? And why? How would you describe the ethos behind your brand? Whatever your story, it is a key element of what makes you unique and brilliant and it's worth taking time to reflect upon.

What makes your business unique? And why is your business the only possible choice for your dream client?



QUESTION N° 4

what makes you credible?

Why are you brilliant at what you do? What experiences have brought you to where you are now? What qualifications do you have? What training have you invested in? Think back to the big, or small, turning points that have led you to this place. What have you learned or experienced that makes you brilliant at what you do? And how does this differ from those around you?

What do you offer that only you can? What do you find easy that others find more challenging? Think about your process, your approach and your perspective and, of course, your own personality.



what's your story?

Why do you do what you do and why does it matter? What's your mission? What makes what you do worthwhile? What drives you forwards when otherwise you might just give up?

How did you get here? Is your company founded on a family history that's brought you to this point? Or are you blazing your own trail? What inspired you to create your business and why does that matter to your clients? Was there a key moment in your life that unleashed a dream or vision?

Your story gives meaning to your business. It helps you engage, enchant and connect with your clients and is utterly essential in communicating your brand.

Which elements of your story will resonate most with your clients? Perhaps you've made your own dreams come true and now help others do the same? Maybe you've battled adversity and come out the other side? Maybe you've completed a major sporting achievement? Perhaps you simply spotted an opportunity to do something better.

Refining the narrative around your brand will sweep your clients along with you and add emotional depth to your communications.



what will your legacy be?

Creating something to leave behind can be a very powerful motivation for many of us. Thinking of your business and the mark you make in the world, however grand or humble can really help position your brand.

Where would you be in five years if nothing was standing in your way? Thinking forward 10, 20, 30 years perhaps; what will be the legacy of your brand?

What impact does your product or service have on your individual customer?

What does it do to shape the direction of their lives, their families, those they do business with? How does it add to their experience? This is all part of your legacy too.

If that all seems a bit overwhelming, remember that you don't need to change the whole world to make a difference. Think about the small pleasures in a beautifully made product or a great experience. Those sorts of memories stay with us.

QUESTION N° 7

what would you change?

Is there anything you'd change about how people see your business? Do your current clients see your business in the way you'd like them to? Do you get recommended for the right reasons? Are you creating the right impact? Do people come to you with the right expectations? Do your prospective customers understand and value your expertise?

If you're just starting out, what barriers might you face and how can you overcome them? How would you like your business to be seen?

Is there anything you'd like to do less of? Anything that you feel isn't profitable, fun or challenging enough? Similarly, is there anything you're doing right now that you feel pushes you beyond your comfort zone or doesn't play to your strengths? Now is a great time to reassess and refine what you're doing.

where's your spot in the market?

By now you're hopefully starting to gain a good understanding of just what makes your brand brilliant and what you want to be known for. Let's refine that a little further. Where do you want to position your brand?

How well does your price reflect where you'd like your business to sit? How about your product, skill or experience? Is there anything you'll need to work on to sit there credibly?

Imagine you were a prospective client. What sort of companies would you be looking at as well as your own? What do you offer that they don't? How are you different and why does it matter?

Make a list of six of your closest competitors. Try not to focus on where these competitors are geographically: the right client will cross continents to work with you. Instead, focus on people who deliver what you do. Think about companies with similar approaches, creative styles or design aesthetics.

Use your own know-how, as well as the information you can glean from each of your competitors' websites to evaluate what *their* sweet spot is. Where do they fit into the market? And how does that compare with what you are offering?

Look aspirationally too – at those at the top of their game. Why is what they are doing working? What can you learn from their approach? And how would you do things differently? Now, look harder. What makes *you* different? Better? Think about the experience of doing business with you as well as the endresult. Consider what you bring to the table in terms of your approach, your style and your personality as well as what people are buying.

What is your unique spot in the market?

what are your limits?

It can be totally emancipating to set yourself some (flexible) boundaries for your business. In fact it's essential for clarity. Ask yourself: Where do you sit in the market? What are your upper limits? And what are your lower limits too? Perhaps you won't compete on price, or compromise on the quality of what you do – whether that's your ingredients or your process. Good on you.

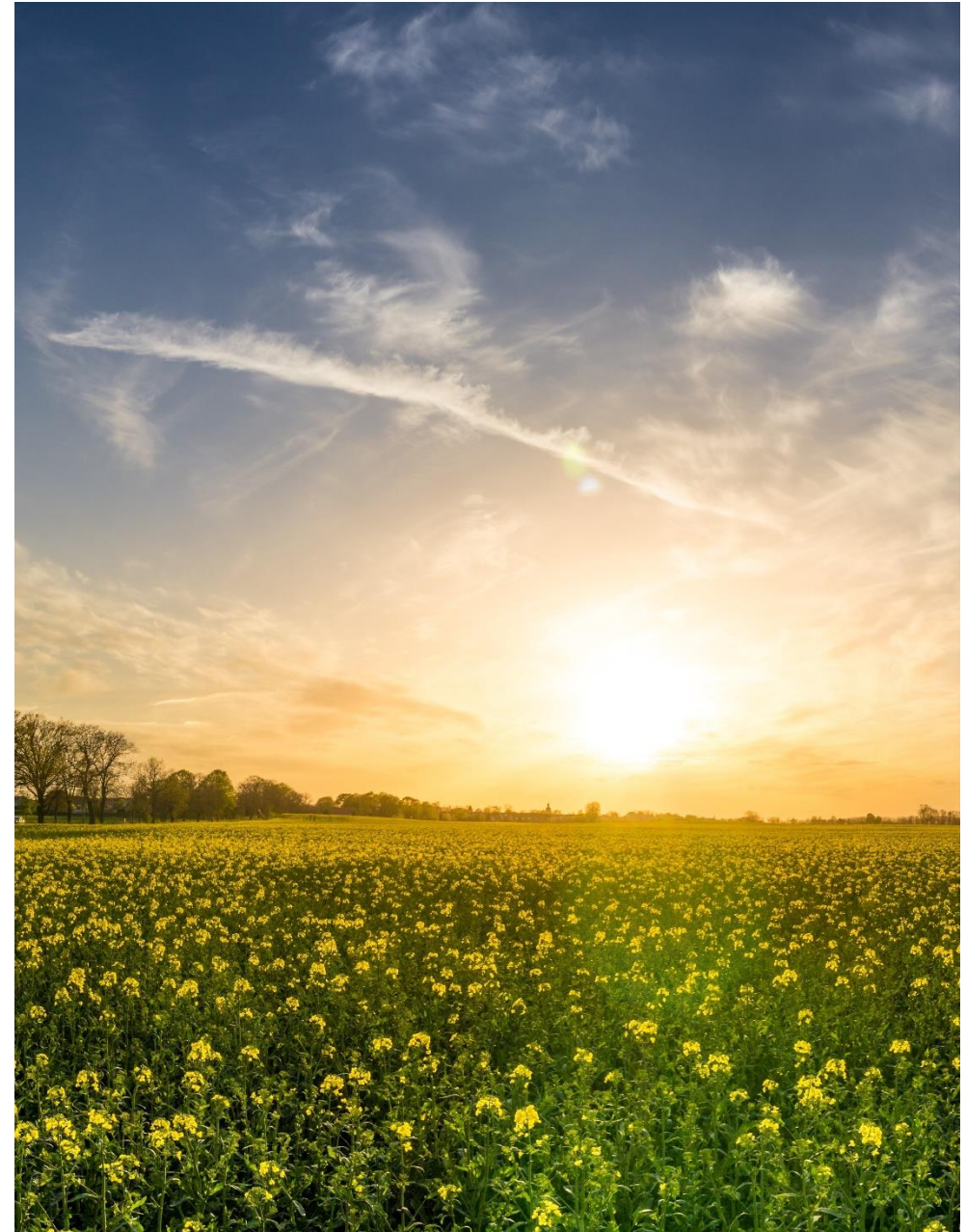
How does that decision impact on your pricing? On what you offer? On the sorts of clients that will be the right fit for you?

Is there a skill, knowledge or experience gap between where you'd like to be and where you're at now? And will that have an impact both on where you position your business and the level of work you take on?

What's stopping you creating the business you dream of right now? Is it a lack of time, resources, confidence or ability? Identifying our limitations can be so empowering. Because rather than beating ourselves up for not creating a FTSE 100 company while the baby naps, we can start to create more realistic (but no less inspiring) goals that work around our resources.

This book is all about empowering you to brand your business in a way that reflects your strengths. It's about helping you, and your clients, to see the value in what you're offering. And that, of course, starts with a realistic assessment of your limits.

It's so liberating to give yourself permission to turn down work that doesn't feel right – to be the one to set the destiny and direction for your business. And that means creating a business that works at your pace – it's the only way that the growth will be sustainable for you.



what's your creative style?

If you run a creative business, your creative style is your currency. Of course customer service, process and personality come into it – these are the things that make your business function. But it's your *creativity* that your clients are buying. Being able to see a clear style, a clear result and a clear approach throughout your portfolio is what reassures your clients that you're capable of delivering and worth investing in. Defining and celebrating this is key to realising the true potential within your creative business.

This doesn't just apply to those of you who sell creative services. Think about the top fashion brands or homeware retailers – we're buying in to their edit, their aesthetic, the way they create things. If you're not a creative but you sell services, we're generally buying into the results you achieve, so rather than focusing on this question, you'll probably want to be sure you've fully covered Question 3: What's Your Magic?

If you could be known for your distinctive, creative style, what would that look like? Start by thinking about the work you're most proud of. Which projects did you enjoy the most? Think about those where you and your client were totally on the same page. Perhaps the projects stretched you but didn't throw you outside your comfort zone; ones that you can look back on with a real sense of satisfaction. What made that work such a joy?

Write down words that describe the style of what you produced. What can your clients expect from you in terms of style or results?



QUESTION N° 11

who are your customers?

Understanding exactly who your clients are and, more importantly, what motivates them to do business with you, is game changing. Let's start with an overarching profile before we get specific in the next exercise.

If you run a company where you have physical contact with your customers, you'll probably already have a pretty good idea of who your dream clients are. You'll probably also know exactly who you love working with, why they love your business and how you can find more like them.

Defining this sort of thing when you're trading at arm's length – selling products online for example, or when you're just starting out – is a harder, but by no means impossible, proposition. Much of this is going to be educated guesswork. You probably know the sorts of people who'll love what you do. Amplify what you know. Talk to your prospective clients. Understand more about what they love about you.



creating a powerful client profile

LISTEN to what people are telling you, both face to face and online. What do they love about what you do and why?

WHY DOES WHAT YOU DO MATTER? Why are your customers choosing to spend their money with you rather than anyone else? And why are they investing in what you do at all? Are you fulfilling a need or a desire?

MAKE SOME INTELLIGENT ASSUMPTIONS What do you know about the sorts of people you'd love to do business with? Let's start with some stereotypes and some demographics – just to get out of the blocks. Is there a certain age, gender or subculture of person that will particularly love your business? Cast as many aspersions as you can about them – it's ok to generalise at the moment, as we're going to get more and more specific.

WHO ARE THEY? What sort of lifestyle do they aspire to? What sorts of magazines do they buy? Where do they shop? What brands do they find aspirational and how well does yours sit alongside them? What are their ambitions? What drives them? And how do you fit into the picture?

WHY WILL THEY CHOOSE YOU? What are your clients really buying when they choose your business? Often it's not what you think. Consider beyond the obvious. What emotional buttons do you press? What are their biggest hopes, fears, dreams and aspirations? What problems are you solving for them?

CREATE A PROFILE FOR YOUR TARGET MARKET As you start to think about your clients' motivations, you may well find that a particular friend, acquaintance or family member springs to mind. This is brilliant. You can really visualise your client profile and understand what makes them tick when you have a real person to base your presumptions on. It's good to be a little more general at this stage, so broaden out your thinking a little – we'll get very specific as you create your muses next.



create your muses

Your customer profile is just the beginning. Now it's time to bring this into focus in a more powerful way. Your muses are a couple of fictional characters who will act as a solid jumping-off point for your projects as you progress through the book. This is the perfect opportunity to pull out that sketchbook and get brainstorming and moodboarding.

So let's think hard: who exactly do you know who sounds like your customer profile? And why will they be captivated by your business? The more you think about this sort of thing, the more connections you'll make with people you know and here's where the magic happens. Can you think of two or three examples? These might be people you know – it's always more compelling when they are, but they don't need to be, you can get a little creative.

Start with the basics to get your creative juices flowing. Give them a rough age, profession and so on to start building out a picture in your mind. Here's where the powerful stuff begins. What would this specific person value about what you do? And what wouldn't they like? You might find that some of your muses will love part of your business but they won't buy everything you do – that's ok.

The more you can understand about *why*, the more powerfully you can speak to each muse and the more targeted your product development.



Can you create a few paragraphs that help you articulate who these clients are and why they're the right fit for your business?

Now you know a little more about their personality, you can really start to bring these clients to life. Give them a name, find an image in a catalogue, magazine or online that encapsulates your client and build up a mood board that gives you an insight into their world. Find images that reflect their taste, their lifestyle and the sorts of things that motivate them. Have fun! And don't stop until you've built up a really powerful image in your mind. Expect spine tingles!

Depending on how large your business is, you might have up to six or seven customer archetypes or muses. The top two or three being the most important to you – in terms of both profit and who you love working with the most.

It's also incredibly useful to identify those clients who aren't the right fit for you. There's no need to create a mood board, but you learn so much from defining who isn't right for you.



how should your brand look and feel?

Let's take a moment here to define exactly how your brand should look and feel on first encounter. We'll explore this a little more in Chapter Three of the book, when we cover your aesthetic. But this is your chance to follow your instinct, before we get too far into the nitty gritty. What impression do you want to create? How do you want your clients to see your business? Don't overthink things at this stage or analyse too far – there's plenty of time for that later. Go with your instincts.

Can you come up with ten words that describe how you'd like your brand to look and feel? Now select just three that are the most important to how your business looks and feels.

You'll want to select words that both resonate with you and that sum up what your clients value about what you do – that could be your creative style, your approach, your aesthetic or your eye. It might be the service you deliver or the value you add. Think hard about these words and refine them as we work through the book if you feel you need to.

Next, can you come up with another ten words that are absolutely not how your brand should be, look or feel? This is a fun and really powerful way of refining exactly what it is that you want your brand to communicate.

For example, you might want to be strong but not obnoxious, you might want to be feminine but not girly, you might want to feel earthy but not too hippy. Where do you draw the line?

HURRAH!

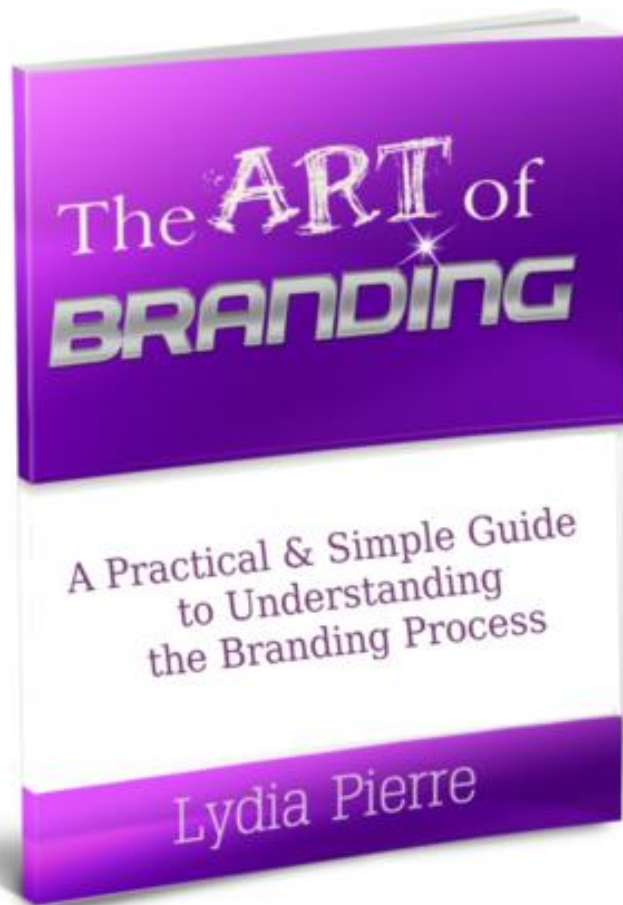
You've done something incredible. In completing this workbook you've started to tease out exactly what it is that makes your business brilliant.

You've begun to find some real clarity and you've embarked on that journey of truly elevating your offering. Within your notes lie some absolute gems. I hope that the questions have inspired you to think bigger, reflect on precisely how brilliant you are and have opened up plenty of possibilities for your brand.

Now it's time to pull all of this together into a concise message and explore how you can communicate the essence of your brand at every level. So schedule your next session, and get ready to work together to refine your message. Looking forward to it!

ps. If you haven't yet ordered your copy of *The Art of Branding: A Practical & Simple Guide to Understanding The Branding Process*, you'll find more information at lydiapierre.com. You're going to love it.





‘A smart, down-to-earth guide on understanding the branding process.’

As a modern entrepreneur you need an incisive vision; for both what your brand stands for and where it’s headed. You need to communicate in a way that always enchants your audience and you need to retain that focus in an increasingly noisy world.

In the short and simple guide, *The Art of Branding: A Practical & Simple Guide to Understanding The Branding Process*, brand manager and consultant, Lydia Pierre, answers some of the most frequently asked questions about personal branding and why it's an important piece of any entrepreneur's life today.

This book will help you understand why creating and managing brands is one of the most important and challenging activities in all of marketing. You will learn why a brand can be an enormously valuable asset for your company if it's done properly. And why, for some companies, brands are the single most valuable asset the company owns. All in her trademark easy going, inspirational, practical and easy-to-implement style. Expect to feel empowered, inspired and energised!

Packed with everyday examples and easy to follow processes, *The Art of Branding*, will help you bring substance and clarity to your brand, bring into focus the things that really matter and enable you to communicate with flair and intention. It will reignite your vision, focus your energy and take your brand to a whole new level.

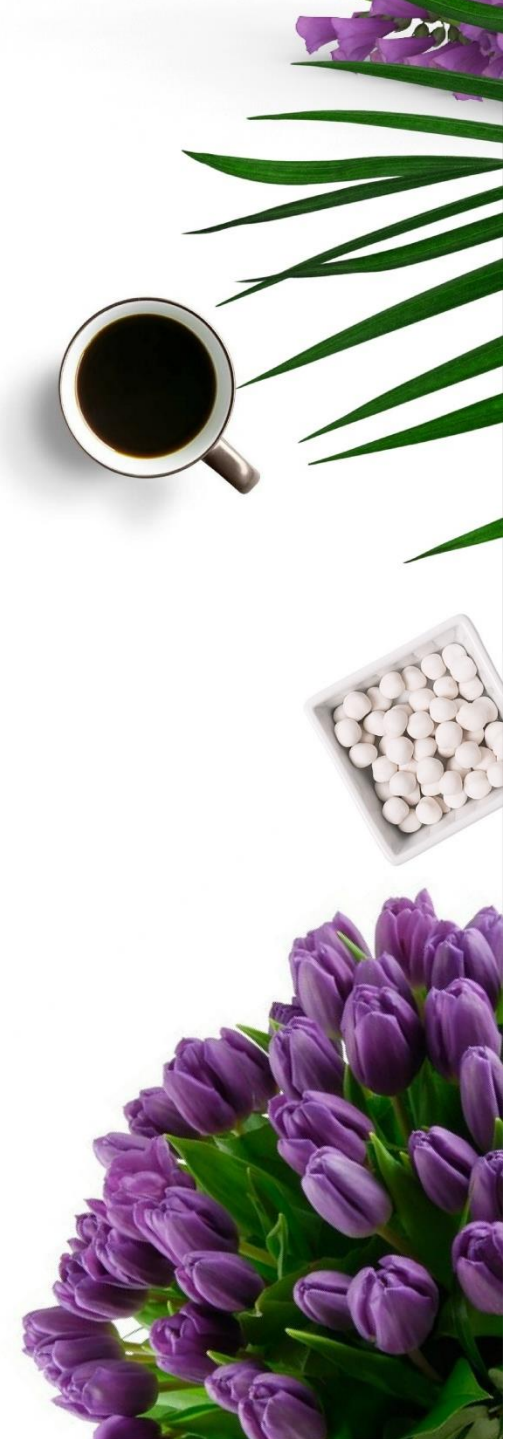
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‘An effective brand strategy gives you a major edge in increasingly competitive markets.’

Branding your business well is more important today than it’s ever been. And it’s about more than visuals. It’s about having a strong message, a clear vision and owning your style. It’s about knowing your worth, celebrating your magic and creating a destination brand. It’s about making your business the *only* logical choice for your ideal clients.

For this reason, it is important to understand the process for creating a brand, linking that brand to your company’s core values, and launching the brand into the marketplace to get it working for you. Whether you have existing brands, or you’re starting from scratch to create a new one, this course features the tools and frameworks needed to build brand equity. Strong, effective brands give you a competitive advantage in the marketplace and help you weather the storms of market competition and other challenges.

Like marketing, branding is an exciting career field of its own, but it takes talent and dedication. Through the concepts shared with you in this book and through the process, you’ll begin to develop the skills to create successful and authentic brands.





about the author

Lydia Pierre is a branding expert and strategist who counsels small business owners, executives, and entrepreneurs in the process of maintaining, improving, and upholding a brand so that the name is associated with positive results by developing, implementing and executing marketing initiatives and activities so that brand can remain favorable to customers. She's a fierce proponent of professionalism and has dedicated herself to not only working with Industry Professionals but also educating them about the issues affecting their quality of work. Lydia is the overseeing Brand Manager at Pierre Branding Group, LLC and is personally involved in the training and development of all the clients to ensure that every client receives the highest level of service in the industry. To learn more

Discover more about Lydia Pierre at lydiapierre.com.
Connect with Lydia and her team to and share your progress on Instagram @pierrebranding #pierrebrandinggroup

