

BUILDING YOUR
BRAND FOUNDATION
WORKBOOK



4 **PILLARS** OF BRANDING

**A WORLD-CLASS BRAND IS BUILT
ON 4 PILLARS**

PILLAR #1 **PURPOSE**

PILLAR #2 **POSITIONING**

PILLAR #3 **PROMISE**

PILLAR #4 **PERSONALITY**

BRAND PURPOSE

Trends show that more and more people are making buying decisions based on whether or not they feel like a company is aligned with their values and point of view. People don't want to buy what you do, they want buy *into* why you do it. Your brand purpose is soul of your business.

1 Why did you start your business?

2 How does your business impact those you serve, and by extension, the world?

3 What does your brand stand for?

BRAND POSITIONING

Brand positioning is a combination of understanding who your target market is, who your competitors are and how your business is unique in the marketplace. Your visual brand, pricing structure and products and services all work towards positioning your brand in your customer's mind.

WHAT MAKES YOU DIFFERENT?

- 1** Make a list of everything your brand does well. What is your competitive advantage? Why would a customer choose you over another option?

- 2** Perform the “Well, I would hope so” test on each item on the list above. For example, if you wrote “excellent customer service,” then see if it makes sense that a prospective customer would say “Well, I would hope so,” after your claim. Remove any items from the list that have become standards in your customer's minds. What is left? What makes your company truly unique?

BRAND PROMISE

As the manager of your brand, it is up to you to decide what the most compelling tangible benefits are for your brand. These benefits can be emotional and/or rational. What can you really own? What do you do really well? Be authentic and honest. A promise is only good if it's kept.

1 What are the tangible and intangible benefits that your business can deliver to every customer, every time?

Tangible Benefits:

Intangible Benefits:

2 What do you want people to feel when they interact with your brand? (Choose 3)

Intelligent	Helpful	Sexy	Capable	Challenged
Curious	Brave	Blessed	Relaxed	Certain
Clever	Content	Cultured	Encouraged	Comfortable
Tenacious	At ease	Certain	Intuitive	Unique
Intriguing	Rebellious	Strong	Fascinating	Special
Free	Humble	Liberated	Present	Provocative
Energetic	Optimistic	Enthusiastic	Courageous	Playful
Confident	Bold	Ecstatic	Generous	Cheerful
Festive	Hopeful	Artistic	Important	Thankful
Impulsive	Gleeful	Determined	Connected	Joyous
Inspired	Resilient	Touched	Comforted	Loved
Admired	Sympathy	Accepting	Passionate	Attractive
Interesting	Kind	Selfless	Affectionate	Admired
Dependable	Successful	Peaceful	Confident	Understood

BRAND PERSONALITY

A brand is about a customer creating a real relationship with your company. Your brand's personality does a lot to attract the right kind of customer and set up expectations in their minds about the kind of experience they will have every time they interact with your brand. If you imagine that your brand is a character in a story, what is he/she like? Would your character be the hero, the mother-figure, adventurer, lover, mentor, king, class clown, rebel, wise teacher, child, artist, or best friend?

Choose 3 personality traits you would use to describe your character:

Soft	Tough	Fatherly	Stubborn	Articulate	Surprising	Calm	Religious
Quiet	Loud	Skeptical	Stylish	Challenging	Pure	Clever	Outspoken
Mellow	Modern	Private	Proud	Confident	Maternal	Admirable	Amusing
Emotional	Experimental	Glamorous	Intense	Daring	Earthy	Creative	Frugal
Chummy	Competitive	Dreamy	Dry	Dynamic	Casual	Disciplined	Sensual
Witty	Youthful	Artsy	Formal	Exciting	Wise	Empathetic	Determined
Tolerant	Trusting	Warm	Well-read	Forthright	Thorough	Flexible	Vivacious
Stoic	Stoic	Sympathetic	Teacher	Hardworking	Stable	Gentle	Sweet
Sentimental	Serious	Socialble	Spontaneous	Idealistic	Sensitive	Honorable	Simple
Romantic	Rustic	Secure	Self-reliant	Intuitive	Responsive	Innovative	Scholarly
Rational	Realistic	Reliable	Respectful	Mature	Purposeful	Logical	Relaxed
Polished	Popular	Profound	Punctual	Organized	Playful	Open	Precise
Patient	Patriotic	Perfectionist	Persuasive	Personable	Passionate	Peaceful	Perceptive
Neat	Objective	Observant	Original	Protective	Modest	Practical	Optimistic
Leader	Liberal	Masculine	Moderate	Resourceful	Knowledgeable	Reflective	Loyal
Independent	Individualistic	Intelligent	Kind	Selfless	Impressive	Sage	Insightful
Heroic	Honest	Humorous	Imaginative	Sophisticated	Helpful	Sexy	Humble
Fun	Generous	Gracious	Healthy	Tasteful	Friendly	Suave	Genuine
Farsighted	Firm	Forgiving	Freethinking	Well-bred	Faithful	Understanding	Focused
Elegant	Eloquent	Enthusiastic	Fair	Big-thinking	Efficient	Ambitious	Energetic
Deep	Dignified	Dramatic	Educated	Driven	Dedicated	Complex	Discreet
Cooperative	Courageous	Curious	Decisive	Hypnotic	Considerate	Folksy	Cultured
Cheerful	Clear	Compassionate	Conscientious	Progressive	Charming	Mystical	Colorful
Balanced	Brilliant	Caring	Charismatic	Soft	Athletic	Sarcastic	Capable
Active	Adaptable	Appreciative	Aspiring	Motherly	Accessible	Whimsical	Adventurous

1.

2.

3.

PUTTING IT TOGETHER

Now it's time to start pulling together all the pieces of your foundation and really begin building your brand. Brainstorm ways you can take your four pillars that you created and turn them into action items that show your customers who you are and what you're all about. For example, if you are a funny brand, you might post a daily joke on social media. If you are a caring brand, you might send your customers a handwritten note from out of the blue.

YOUR BRAND	WAYS TO SHOW IT
Summarize your brand purpose.	
What makes you different?	
What is your brand promise and list your target emotions?	
Describe your brand personality.	

ARE YOU READY FOR A **WORLD-CLASS** BRAND?

“Talk about nailing it. They really helped me find clarity and build power in my message and brand.”
—Steve McCleery, ISE



APPLY TO WORK 1-ON-1

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