

KNOW YOUR BRAND

A workbook for business owners

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Hey there!

I'm Mikaela, and I'm here to help you start and grow a business of your own.

Are you finding it difficult to start because you're overwhelmed, under-skilled, unsure or unprepared? Are you determined to create a business that allows you more flexibility and freedom in your life and career, but have no idea where to even begin?

I'll help you cut through the bullshit so you can start creating your dream business TODAY. No more daydreaming or procrastinating, it's time to jump in.

Why you should use the Know Your Brand workbook

Your brand is a promise you make to your customers. It incorporates not only your visual identity but the standards your business lives by, the value you bring to your customers, the voice and personality your business portrays and the way in which you communicate with your customers and the general public.

So before you even think about your logo or other visual elements, you need to ensure you have clarity around what your overall brand is, what you want it to represent and the messaging you want to be communicating.

Use this workbook to **Know Your Brand** better, and ensure your visual brand identity is designed successfully.

Good luck!

What is your business name?

Tips

- Keep it simple and easy to remember
- Keep it short if possible (for URLs, social media and on cards etc)
- You want it to easily be a household name
- Ensure it can be related to what your business does somehow, don't make it completely arbitrary but also don't feel like it has to spell out exactly what you do

Ideas

Chosen Name

Is it available?

URL

Facebook

Instagram

Twitter

Pinterest

Other

What is your slogan / value proposition?

Decide if you want to have a slogan for your business.

A slogan (or by-line, catch line, strap line or tag line) is a simple and catchy phrase accompanying a logo or brand, that encapsulates a product's appeal or the mission of a brand and makes it more memorable. When used consistently over a long period, your slogan can become an important component of the identification of your brand.

Tips

- Short concise statement
- Catchy is good but don't go crazy over it

Examples:

Where do you want to go today? Microsoft

Wikipedia, the Free Encyclopedia. Wikipedia

Because you're worth it. L'Oreal

Think Different. Apple Computer

Don't leave home without it. American Express

Push Button Publishing. Blogger.com

The best a man can get. Gillette

Write down some ideas of what you might use as a slogan. One sentence with a maximum of 5 words works best.

What are the core values of your business?

Your business values are what you want your customer to experience when they interact with your brand, and will be represented in every way you reach out to your customers, in how you communicate with them via phone, email, website, printed materials or face-to-face interactions (these interactions are sometimes called “touch-points”).

Answer the following questions:

What do you want to accomplish with your business?

What experience do you want your customer to have with you?

What's the difference you want to make in the world?

What are you most passionate about?

What makes your product or service unique?

Your values will be quite personal to you, so take your time to come up with a list of 5-10 words that you think represent what the core values are or will be, in your business (you may have more than 10, but do try to really hone in on 5 that are MOST important to you).

Eg. Loyalty? Reliability? Quality? Transparency? Creativity? Fun? Support? Encouragement? Quality? Exclusivity? Individuality? And the list goes on...

The core values a business lives by represent the spirit of the brand.

If the spirit of the brand has been infused into everything it does, the majority of the sales process has been done before you even speak to a customer.

Spending time on those values initially and helping your business live by them will definitely pay off.

What is your mission statement for your business?

To craft your mission statement (or manifesto, elevator pitch, genuine conversation... whatever you want to call it), you need to have a firm handle on what you do, why you do it, and who you help. It needs to be clear, concise, and roll off your tongue when someone asks you what you do.

When creating your mission statement, avoid using jargon, buzzwords, or anything too descriptive or fancy. Stick to simple, clear phrasing so your customer can also commit it to memory.

Answer the following questions and put them together to form the basic mission statement for your business:

What do we do?

Whom do we do it for?

How do we do it?

What value are we bringing?

These are my examples, colour coded to answer the previous questions:

The Makers' Collective empowers women to pursue creativity in business and in life, building a community of makers and creatives, inspiring them to connect, create, learn and grow.

The Makers' Academy teaches makers and creatives the fundamentals of design, photography and business, offering online courses and live workshops, empowering women to take action and get shit done.

Danvers Creative designs custom brand identity and website solutions for creative women in business, offering full branding packages, ensuring your messaging is on point and your business values and personality is represented successfully.

Now it's your turn, write your mission statement below:

And now refine it:

What is your brand tone?

Tips

- Your tone is the “voice” in which you communicate to your audience
- It’s the personality of your business
- Every time you communicate with your audience, you should be conveying a consistent tone across every touchpoint

What personality traits do you want your business to have?

casual / friendly / sophisticated / academic / low-brow / funny / crass / adventurous / calm / sweet / blunt / provocative / quirky / vulnerable etc...

What are some ways this could be represented visually?

Colours

Fonts

Images

Written communication

Making it visual

You should now have a clearer idea about your overall brand, and how this might be expressed visually in your brand identity design.

My recommendation is to take this knowledge to a professional graphic designer who will be able to translate the non-tangible into a successful visual representation for you.

If you are keen to DIY the graphics for your brand (high fives!), I strongly suggest you ensure you are well versed in the theory of graphic design ([you can purchase my eBook here](#)) and build up your skills with Adobe Illustrator, Photoshop and InDesign.

Whatever you decide, I wish you the best in your branding journey!

Good luck!

Want to go further?

Too many women are giving up on their creative business ideas because they are overwhelmed, under-skilled, unsure or unprepared. This is why I've created The Makers Academy.

I want to help you escape the daily grind, realise your potential, become your own boss and never look back.

More than 60 percent of small businesses cease operating within the first three years of starting.

I give you the tools and skills to plan, launch and grow your idea into a thriving business so you can become self-employed and stay that way.



GUIDANCE SESSIONS

One-on-one personal business training – only Makers Academy members have the opportunity for my personal guidance



MEMBERS FORUM

A dedicated area within the membership to connect and check-in, giving you the power of shared information



MONTHLY TRAININGS

Regular private trainings for members, covering new skills, strategies and techniques every month



COURSE LIBRARY

The business, blogging, photography and design classes are the backbone of The Makers Academy



LIVE EVENTS

Members-only live events with in-depth training, intensive planning and implementation sessions



MASTERMIND

An opportunity only given to Academy Members, every 6 months just 5 places are available to join the Mastermind

Want to know more?

Email me on info@themakerscollective.com.au
or head to www.themakers.academy

