

BRAND HACK NO.1

BRAND STORY WORK SHEET DOWNLOAD

You are probably feeling stuck.
I am going to get you unstuck, fast. I want to see you inspired!

As an entrepreneur you need to be an expert on branding.
You can make your own brand and run it.
You'll be the creator of your brand and your business.

We've run through this simple brand hack to creating a great brand. Now here is the worksheet to get you moving.

Let's get you started with those simple questions!

1. What do you do for your customers?

Remember this is not the physical thing but what problem you solve or what you help them achieve.
What is different after you have gone?

I am going to give you a few example answers and then it is your turn to get to work on your brand and get this sorted!

1. A wardrobe organiser: messy to neat. Now push that a bit: confused to calm. Better right? ;)

now you.....
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2. Who are you telling the story to?

Get as specific as you can with this stuff.

2. Single women aged 25 to 45. Too broad still. Single women in small apartments or flats who are building their career aged 28 to 38. Better right?

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3. What do they really want deep down?

3. Neat wardrobes. Too superficial. A sense of control and a calm environment after a full schedule. Better right?

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4. What things can I create to help solve this problem or achieve their goal.

4. Arrange their wardrobe. Nuhuh! Well yes, but what else? How about a 10 mediation for when they get home, an aromatherapy pack or a beautiful shoe rack? Better!

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SO now you can begin to tell your story in a language that makes sense to your audience about how you will help them. What a great brand. :)