



BRANDING WORKBOOK

KNOW THYSELF

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KNOW THYSELF

*The more you know,
The more successful
you'll be.*



GOOD BRANDING IS ABOUT
SO MUCH MORE THAN PRETTY
LOGOS AND COLORS. IT'S ABOUT BEING
CONSISTENT, FOCUSED, AND RECOGNIZABLE,
AND KNOWING WHO YOU ARE TALKING
TO AND WHY.



INTRODUCTION

As a passionate graphic designer, this is my absolute favorite part of the business-building process- and I'm hoping you will have just as much fun as I do!

In this Workbook, we will focus on your passions, image, and voice. We will really get to know your customers, and style your brand so that you become simply irresistible. As part of the branding process, I will develop a style sheet for you that will keep your brand on point, and help you look oh-so-polished and professional. Looks aren't everything, Honey, but they are definitely significant! Your business never looked this good!

Many entrepreneurial coaches will tell you that your business look doesn't matter at all- and that you should just skip a formal branding process and just jump straight into sales. "A casual logo from Fiverr is all you really need," they say.

But as you will find out in this Workbook, branding is sooo much more than a simple logo. Once you have completed this Workbook, you will know your business in ways you never even thought about before... ways that will help you connect to your perfect customer easily and consistently.



THINKING ABOUT YOUR BUSINESS

We are going to bring your ideal customer into sharp focus, so that they are easy to pick out in a crowd. You will know where to find them, what they like, how much money they make, how many kids they have, and where they live. You will know about their favorite TV shows and magazines, and will have even considered where they spend their time online.

And an interesting thing happens as you really define your ideal customer- your business becomes more defined and clear, too!

Your business starts to become magnetic to your ideal customer... like attracts like, as they say.



WHAT IS BRANDING?

Most people only think about the visuals when they think of branding- your logo, photography, color scheme, etc. But your brand is so much more than just your look.

Your favorite podcast has a brand, even though you may never really notice their episode artwork. Mozart had a completely different brand than Beethoven. Picasso had a completely different brand than Monet.

Your brand is the emotional response you are able to evoke in your customers when they think about you. It is the very essence of your business.



SENSUAL BRANDING

All 5 senses are involved in crafting the ultimate brand package. It seems obvious that sight would be important. You want a certain look for your brand. This includes your logo, color selections, fonts, use of white space, and all the other “graphic design” aspects of your brand.

But sight also includes the places where people find your brand. Where they see your advertisements and the kind of people who own your products or use your services can instantly affect how they think of your brand and products.

Think about it... don't luxury brands that have become super popular and attainable by larger percentages of the population lose some of their mystique? And, what would you think if you went to a luxury haute couture clothing designer and saw off-the-rack department store clothing on their racks? Where you are seen and who you are seen with need to be carefully choreographed.

Sound is equally important- even if you don't ever produce any audio from your business at all. Your words are read a certain way in your customers' heads, so your brand has a voice even if you never actually speak.

Touch is also significant. Obviously, if you ship physical products, they should feel extraordinary. You should also consider the "unboxing" process for packaged products. But even if you sell services, like coaching or tax preparation, there is still a form of "touch" involved in your client interactions. Your tone of voice, your voicemail message, the colors you have on your homepage, the checkout process of your ecommerce shop, even the photos you have of yourself on your website- all of these things touch your customers.

Taste and smell, in the normal sense of the word, would only be utilized certain product businesses, like restaurants and perfume companies. But, if you think about it in the sense of “leaving a taste in someone’s mouth” and the emotional triggers that smell can evoke, it becomes an important thing to consider for all businesses. Both taste and smell are deeply connected with our emotions- in fact, smell is the only sense that bypasses the rational part of the brain and heads straight to the parts of the brain linked with emotions and subconscious memories and associations. That’s why a whiff of an old lover’s cologne or the smell of sugar cookies baking can instantly evoke memories and emotions from the past.

You can play with these senses with the imagery you use (showing a picture of the ocean might trigger some people to imagine the smell and sounds of the beach, for instance). And they are just a reminder that you should consider not just the surface emotions that someone experiences when they see your logo, colors, or ads, but you also need to keep in mind the deeper feelings and emotions that are stored subconsciously.

These subconscious emotions are what will influence the images, fonts, and colors you use- perhaps more so than your name itself. You need to use all your powers to link yourself in peoples’ minds to experiences, sensations, and concepts that they aspire to, or crave.

Now, imagine the power of a finely crafted brand image presented to the right people. You'd become the next must-have product or service— like Apple products to hipsters, or Victoria's Secret Pink label PJ pants to female college students. You'll become the product or service that just “gets them,” because you will know them intimately and know exactly how to speak their language. You will be able to put into words things about them that, until that point, they had only ever felt but not said.

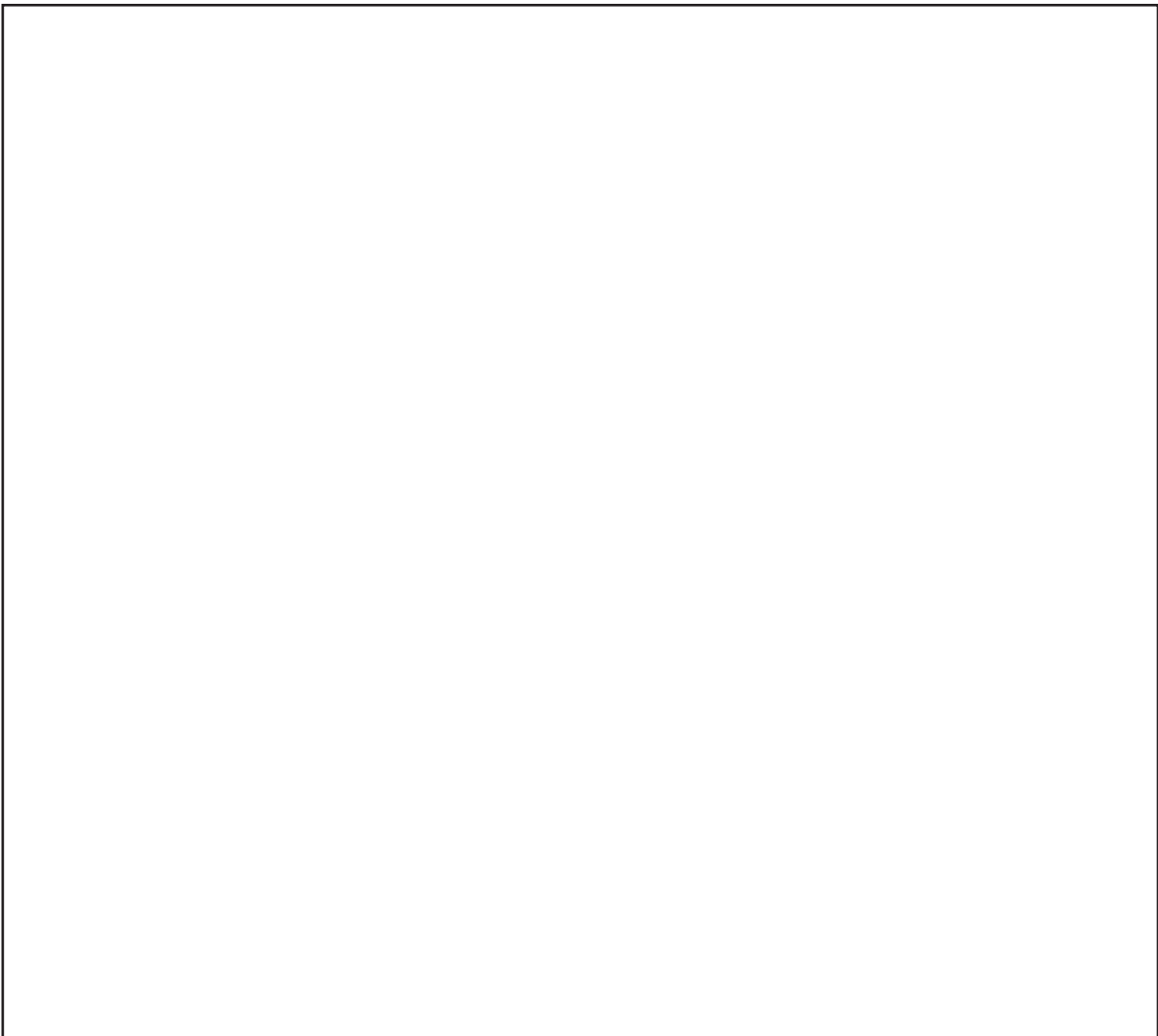
And, that is what will make your brand *irresistible*.

Let's work with these concepts a bit with your brand. Use the following pages to work through concepts for your “Sensual Brand.”

Note: There is no need to use proper grammar or even complete sentences in the following exercises. Use this space as a “brain dump” for any and all ideas you have about the concepts. You will be refining these ideas later.

SIGHT

List any ideas or impressions about how you want your branding to look. Are there colors that you think will resonate with your ideal customer, or colors that send a certain message that you want to associate with your brand? Do you want to look more modern, traditional, sassy, rich, or...? Are there any brands that you want to emulate with your look?

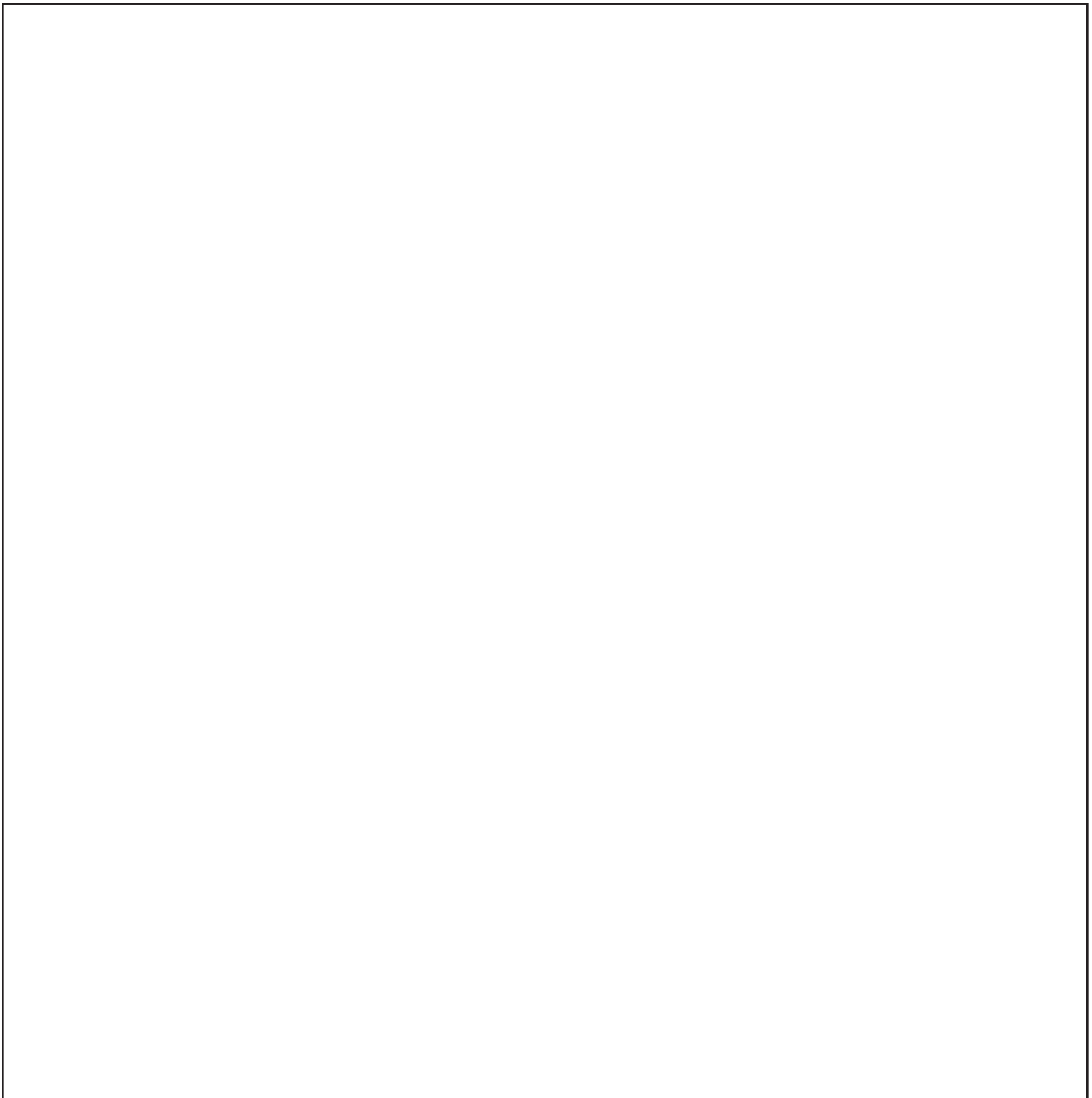


Where do you want your brand to be seen, and why? Is there a certain demographic of people who you want to be connected to your brand? Do you want your products and services to be widely available, or more selectively sold?

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SOUND

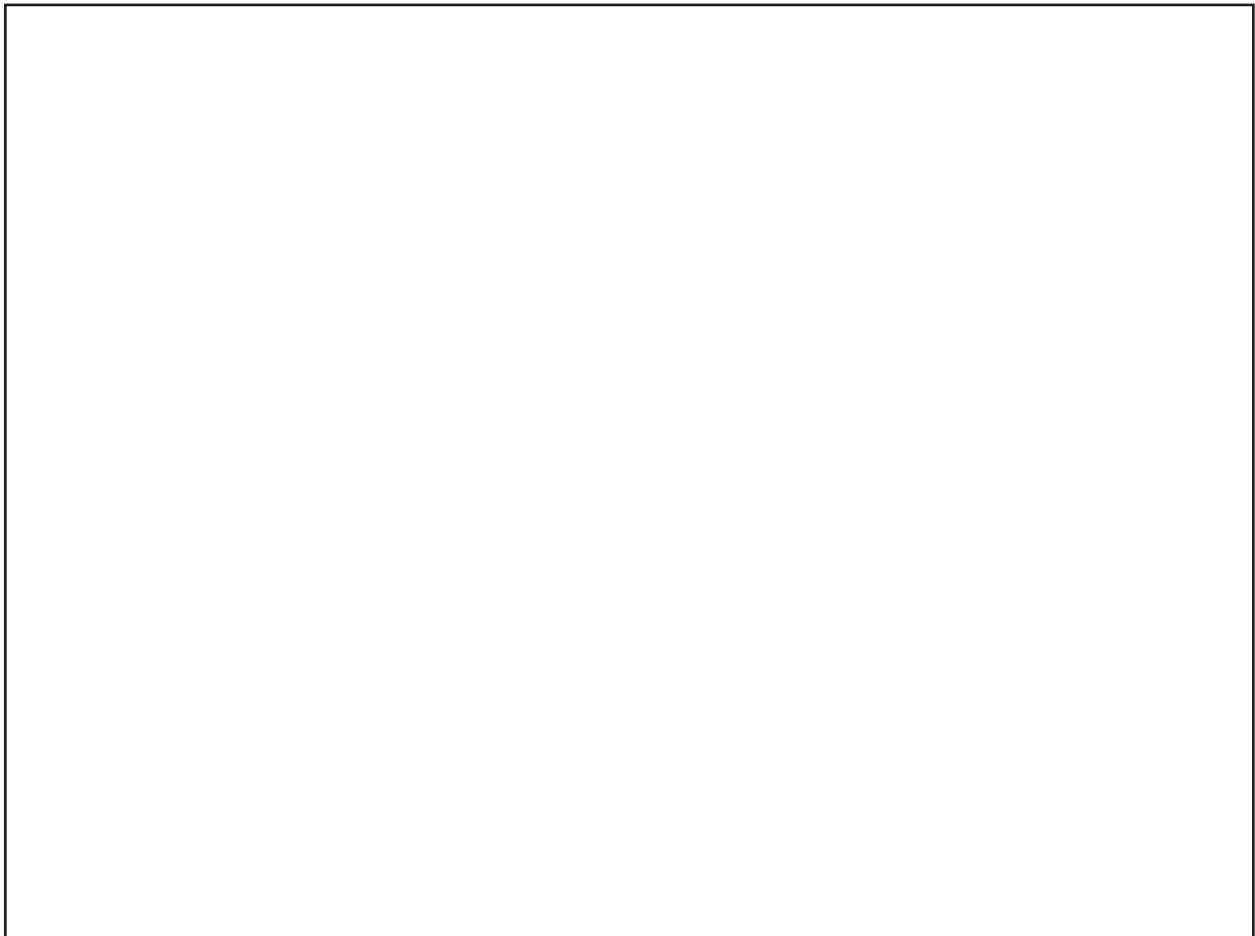
How do you want your brand to sound? What tone will your messages take on (playful, serious, helpful, sincere, loving, etc.)? If your brand were a person, what would their voice sound like?

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TOUCH

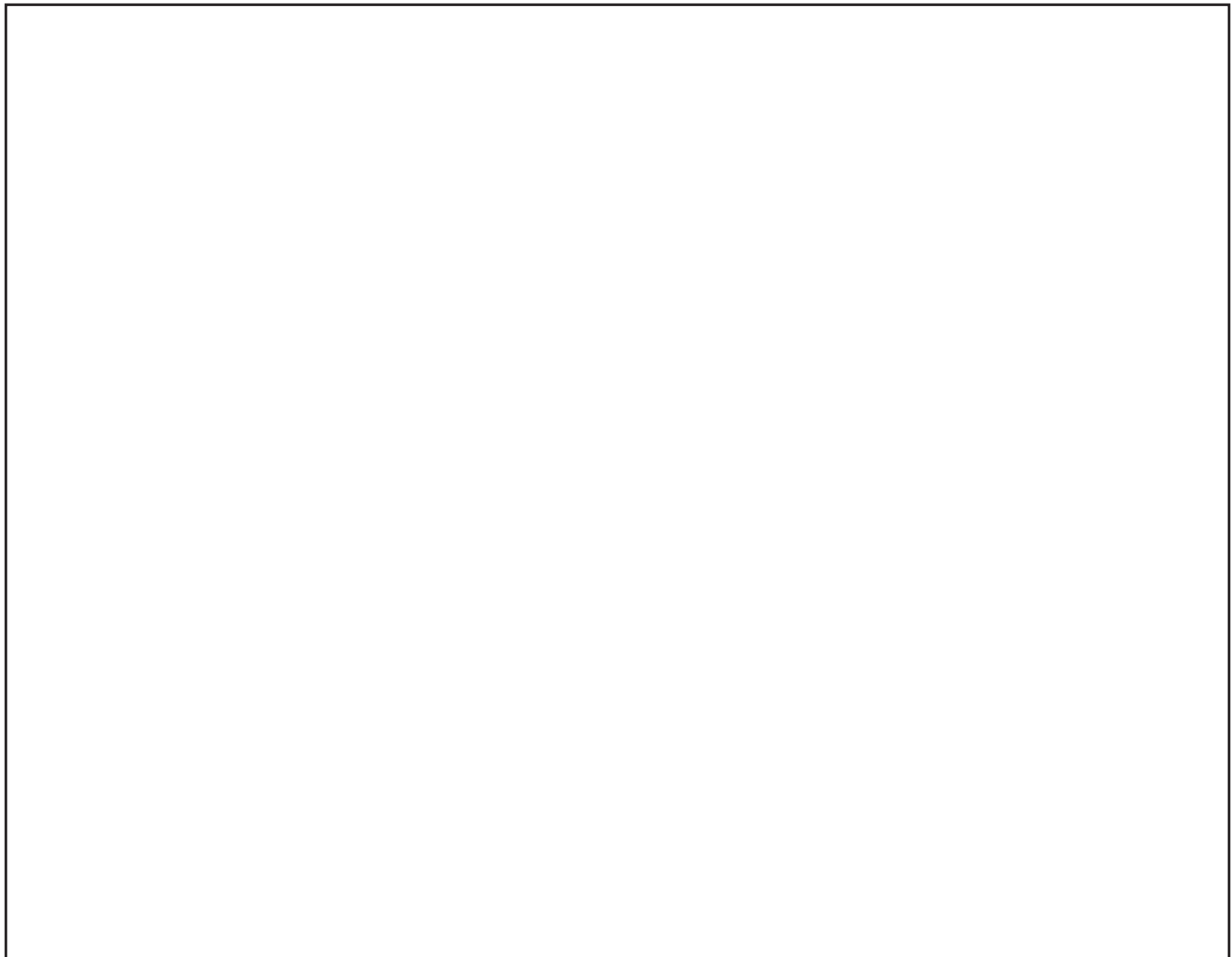
How do you want your brand to feel? If you are shipping physical products, how would your customer describe the way your product feels in their hands (or however they would interact with it)? Does your product have a unique texture or unexpected aspect? What is your “unboxing” experience like?

How do you want customers feel while interacting with your website, business card, email responses, Instagram or Facebook page, etc.?



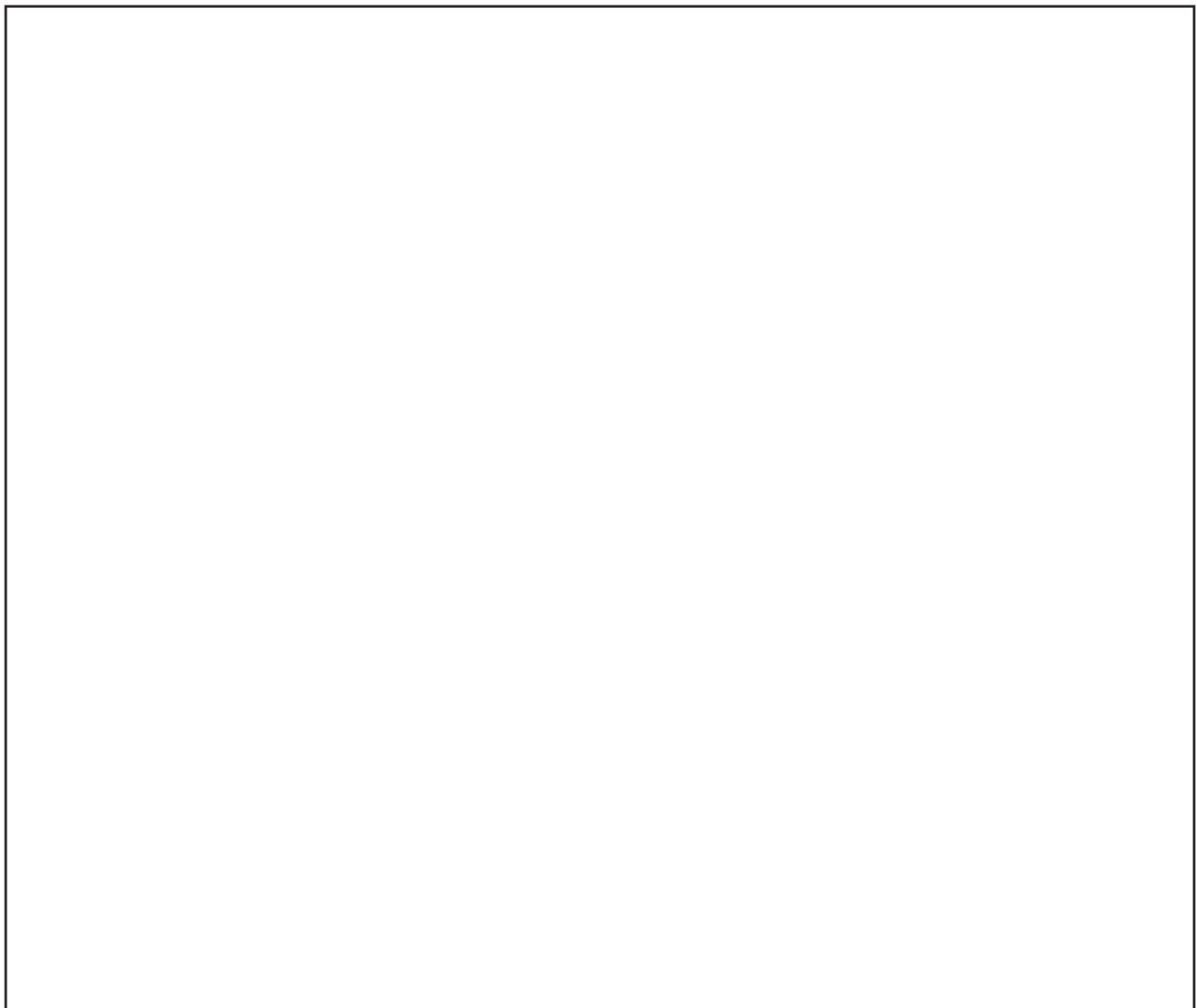
TASTE

Describe the taste of your brand- either physical taste if that is appropriate to what you sell, or the “taste you’d like to leave in someone’s mouth” as they are interacting with your brand. Consider what you want your customers’ “gut reactions” to be, including before they start using your product or service (“They look honest”), during your interaction with the customer (“They are so helpful and anticipated my every need!”), and after (“I’m going to tell all my friends. That was amazing!”).

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SMELL

Describe the smell of your brand. What emotional or sensual triggers would you like to touch with your brand? What kind of experience do you want to associate with you (i.e.- luxury, speed, ease, joy, ecstasy, etc.)? What do your customers aspire to do, be, have, or experience? If you could control your customers' subconscious perception of you, how would you describe your business through their eyes, in a few words?

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THE WHO (NOT THE BAND)

Now, you have to figure out to whom you are being irresistible. This is your ideal customer.

You need to think about all the little things that makes them unique. It helps to make an ideal customer persona, or “imaginary people version” of this individual. They will essentially become the face of your ideal customer, and you will keep them in mind with every decision you make for your brand.

You should know everything about this person- their age, gender, family status, income, favorite shows / magazines / websites / restaurants, the kind of vacations they love to take, their health level... everything. The more you know about them, the easier it will be to find them when it is time to start marketing your products and services.

Depending on your product / service, you might consider making 2-3 of these persona.

IDEAL CUSTOMER PERSONA

Attach a
photo here
if you'd
like

Name (pick a name that would
be typical for your ideal client):

Age:

Gender:

Family Status (single, married, divorced, kids):

Yearly Household Income:

What are their aspirations and goals in life?

Pick 5 words to describe your ideal customer:

Pick 5 words that your ideal customer would use to describe themselves:

Where do they like to shop for clothing?

What are their favorite magazines?

What are their favorite websites?

What are their favorite TV shows?

What are their hobbies?

What do your ideal customers care about?

How do they want to feel when they purchase something?

Are they more introverted or extroverted?

Is your ideal customer experiencing any lifestyle changes that you could leverage (moving, expanding or shrinking family, losing weight, religious changes, job changes, etc.)?

What do your ideal customers wish more brands understood about them?



ALL THE THINGS

So now that we have discussed what branding is, we are going to dig deep with your brand! These questions may take while to answer, but trust me- time spent in this part of the planning process will pay off in spades down the road! It's like that old adage, measure twice, cut once. Be very, very sure of who you are and who you are speaking to, and you will rarely miss your target when you start trying to fill your calendar with clients or sell out of all your products!

Please take your time and answer all of the following questions as completely as possible. After you are done, be sure to save a backup of this workbook somewhere safe (email it to yourself, save it to your dropbox, or print it out). You should read through your answers (and update them, if needed!) regularly- at least once per quarter. It will help you to stay focused, especially during the early phases of your business, when all the details of the startup process can become distracting and overwhelming.

Your Name *(First and Last)*:

Your Best Email Address:

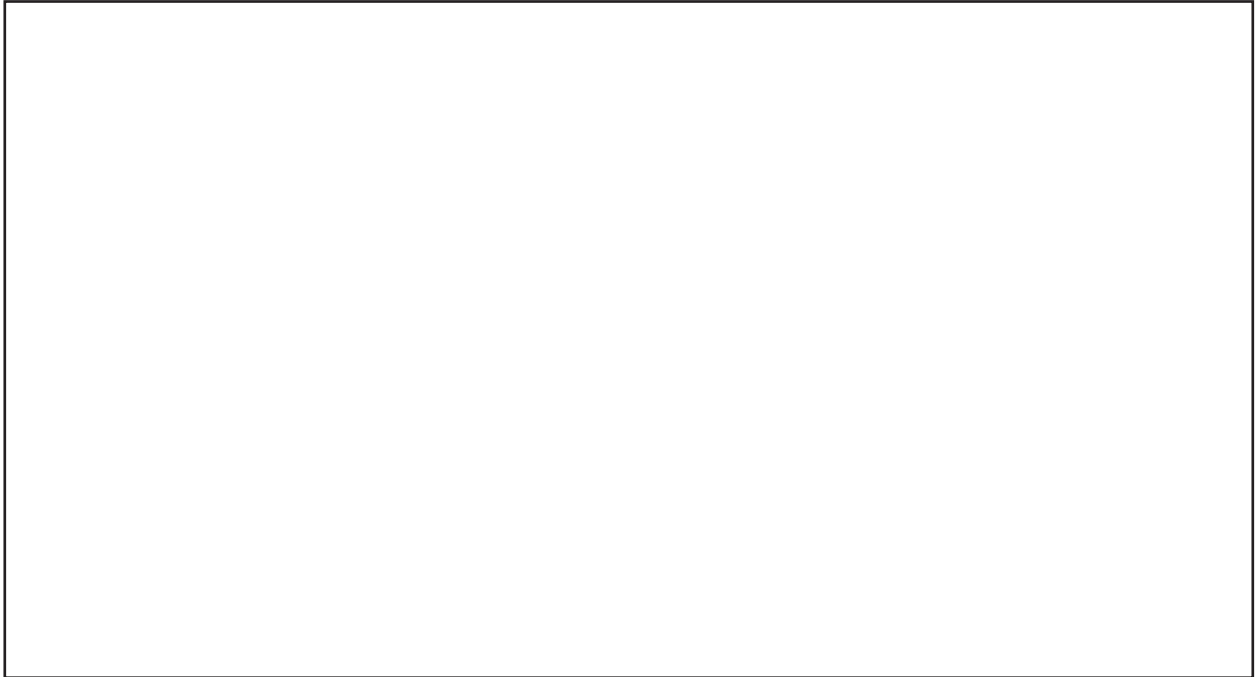


Your Business Name:

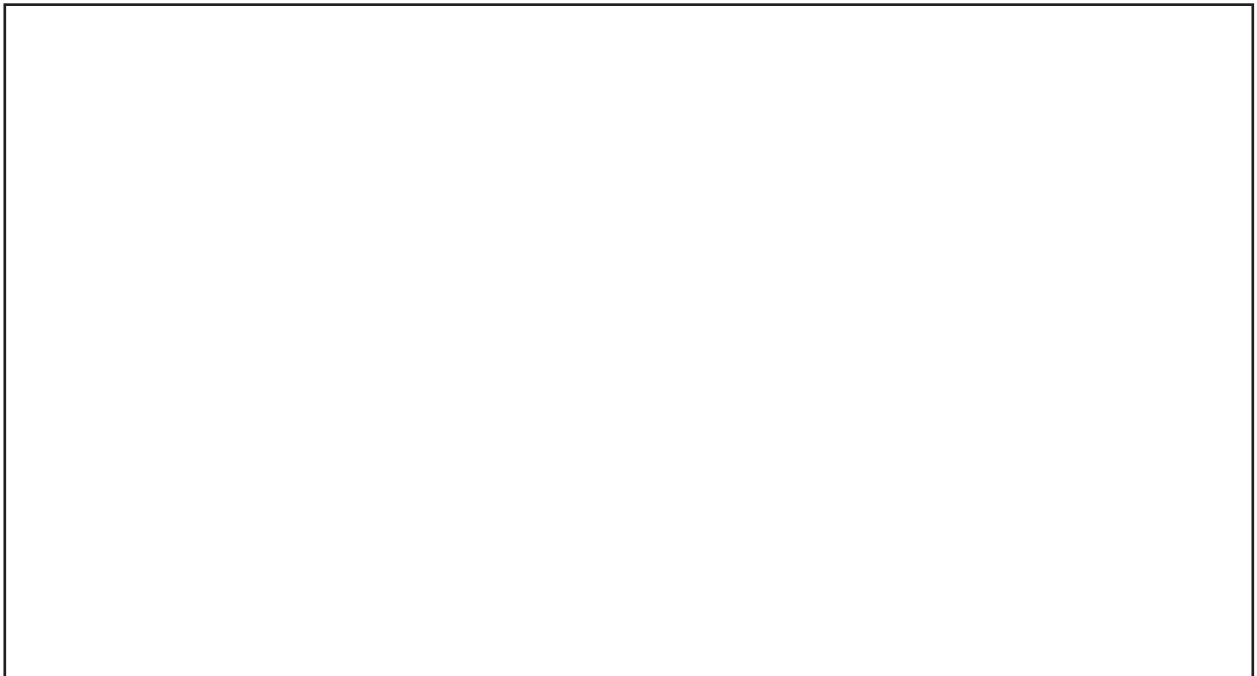
Why did you choose the business name you did? Is there a fun story behind it, certain emotions you are trying to trigger, or certain type of client you are trying to attract?

Your Slogan or Tagline, if you have one:

What Products and / or Services Do You Provide? Please Describe What You Do In As Much Detail As Possible:

A large, empty rectangular box with a thin black border, intended for the respondent to provide a detailed description of their products and services.

Why is your business important? What makes you valuable or unique to your customers?

A large, empty rectangular box with a thin black border, intended for the respondent to explain why their business is important and what makes it valuable or unique to their customers.

Please show me 3 companies whose branding or design you absolutely adore. In addition to a link to their website (or to the specific ad or design you love), please explain to the best of your ability WHY you love them so much.

What is the overall message you want to convey with your brand? What should people feel or think of when they see your branding?

Please distill your above message into 5 important, descriptive keywords (for example: modern, brave, fresh, luxurious, Southern).

What problem does your business solve for your ideal client?

Who are your top 3 competitors, and what sets you apart from each of them?

Competitor #1:

Why are they in your top 3, and what sets you apart?

Competitor #2:

Why are they in your top 3, and what sets you apart?

Competitor #3:

Why are they in your top 3, and what sets you apart?

Why should your customer choose you over your competition?

If you had to describe your company in just one word, what would it be?

What do you hope that your company will be know for?

Does your company have a local / regional or global reach?

If your company has a local or regional reach, please tell me about the area and it's significance to you and your business.

If your brand was a person, how would you describe their personality? Describe with as much detail as possible. Include things like the music your brand would listen to, magazines they would read, how they would dress, the kind of car they would drive, etc.

Are there design elements, colors, or other preconceived details that are important for you to see in your logo and brand?

What words are required to be included in your logo? *
For example, if your company name is JoJo's Purple Pies, but you only want the word "JoJo's" included with the rest depicted in the imagery, please only list "JoJo's" here.

What are your business's short, medium, and long-term goals?



THE BRANDING PROCESS

*How this process works
and what to expect.*

I ascribe to the "One Concept Approach" of brand design, which means that I don't place the burden of color choices, Pinterest mood boards, and design choices on your shoulders. You aren't just going down to Wal-Mart and picking some off-the-rack fonts, colors, and icons that kinda, sorta go together.

Instead, Mind Her Business offers a Haute Couture approach to business branding.

Imagine that you want to order a red carpet dress from Givenchy or Valentino. You talk to one of the amazing designers, tell them all about the event you will be attending, discuss a theme, and any strong preferences, and then they take over.

They take your measurements, observe your body type, decide what parts of your body to show off and which ones to cover up, and then they get to work.

They don't ask you where the seams should be. They don't ask you how long the hemline should be. They don't ask you which color of red you prefer.

They, as professionals, do their job, and you end up with an amazing outfit that is completely unique and unlike any other. It shows off your best assets. It hides your flaws. It makes you look like a million bucks. The colors are perfectly suited to both your skin tone and the color of the red carpet and the cut of the dress.

They don't create 3 dresses that would all "work" for you. Instead, they use all the knowledge and experience they have to craft the single, best dress that they possibly can. Just for you.

When I sit down to work on your brand, I'm going to take all the information you have provided in this workbook, and get to know both you and your brand intimately. I want to know why you started this project, what your biggest dreams are, and who you are selling to. I want to know what your customers love and hate, and I want to know how you want them to view your company.

By the end of this process, I will know your brand as well as you do. And, rather than designing some logo and color scheme that you subjectively "like," I will design a brand that attracts the right customers to you. Because, after all, this logo isn't about you, per se. It doesn't matter if you love kittens and the color purple if your customers prefer dogs and the color green piques their curiosity.

The point of good branding is to get your company noticed, and, ultimately, to get people to buy. And that is what Mind Her Business does for you.

I don't come up with multiple design options and font combinations and then make you subjectively pick the one that "looks the best to you." If you were a designer, you'd probably be doing your own design, right?

If I have multiple design options, it means that I have not properly done my job. I don't offer my clients a few "decent" options. I work and work until I have arrived at the ultimate

best option.

And, while you “liking” your branding is important, the ultimate goal to keep in mind is that your brand is designed with one main goal: getting customers to first notice you, and then do business with you. ***That’s*** my mission with Mind Her Business Branding.

So, to get started, I will read through all of your answers to the questions in this Workbook. Please make sure the email address you included is one you check frequently, as I will email you any follow-up questions I have regarding your responses. Your brand depends on the level of detail and care you have included in your responses, so please double-check your responses and expand upon them if necessary.

After I feel clear on your vision, I will begin the work on your brand. I will send you a carefully curated mood board with different images, colors, and fonts. This mood board is purely to check with you to make sure that we are on the same page about the mood / feeling of your brand.

If one of the images seems totally and completely off, we can discuss it. I will ask you to tell me exactly why things do or don’t work. Once we are happy with the direction, I will get to work on your logo!

As I stated earlier, I will not be sending a bunch of variations

of logo concepts. I will design the absolute best logo based on the information you have provided.

I will send you complete brand guidelines, and will show you how your new logo looks in action.

I will then allow you to enjoy your new branding for a few days. We will schedule a meeting about a week after I have delivered your branding.

Most of my clients find that, because of how thorough our preparations were, the logo fits their brand and ideal customer perfectly. Every now and again, we find a small thing here or there that needs refinement. We will discuss these things (if there are any!), and really ponder why you feel that there needs to be a change. Again, all branding decisions will come from a customer-centric place, and so all of our refinements will focus on improving the brand image to the customer.

I will then send you a complete branding package of logo, a submark (something smaller than a logo that you can use in tiny places to represent your brand), a color palette, and fonts. The logo will be sent in vector, .png, and .jpg versions, so you can easily use them yourself, or have any designer utilize them.

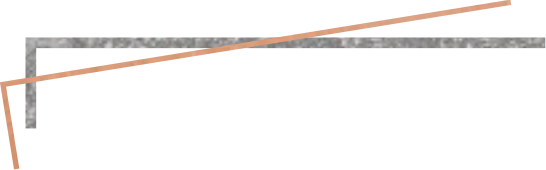
At this point, your branding is complete! If you want to have

business cards, social media headers, packaging, or even a website created, I am happy to work with you! Just let me know what you need, and we can get started.

Before we wrap this Workbook up, is there anything else about yourself or your brand that I should know before I get to work?

A large, empty rectangular box with a thin black border, intended for the user to provide additional information about themselves or their brand.

Thank you!



Thank you so much for thoroughly completing this workbook! You can email it to: info@mindherbusiness.com, or upload it to Google Drive or Dropbox and send me a link!

I will be in touch if I have any further questions for you. Otherwise, you can look forward to receiving mood boards over the next few days!

-Jen

