

WORKBOOK

How to create a brand new experience

BRANDY & COCO

Define Values and Visions

Authenticity is the key. Nothing will attract your ideal client quite like knowing who you are. Let's get started.

Why did you start your business?

What problems does your business solve?

Which values does your business support?

What are your visions?

Figure out your Brand Positioning

Know your competition and which clients you want to attract.
The key is to know where you stand to stand out.

What makes your business unique?

What is your brand statement?

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Describe your Ideal Client

Let's identify your ideal client. Who are you trying to reach? Knowing them is important. Give your client a name and imagine it would be a real person. Creating a Pinterest Board might help you.



Look

Hobbys

Preferred Channels

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Name



Age



Location



Job



Income



Personality

Extrovert

Introvert

Thinking

Feeling

Passive

Active

Analytical

Creative



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Develop your Brand Personality

Choose 3 – 5 words that describe your brand the best. How do you want your brand to be perceived by others?

Your Notes

01

02

03

04

05

ADORABLE ADVENTUROUS APPEALING ARTISTIC ATHLETIC ATTRACTIVE AUTHENTIC BOLD BREATHTAKING
BRIGHT BUSY CALM CAPABLE CARING CASUAL CHARMING CHEERFUL CHIC CLASSIC CLEVER
COLLABORATIVE COLORFUL COMFORTABLE CONSERVATIVE CONTEMPORARY CONVENIENT COOL CREATIVE
CUSTOM CUTTING EDGE DARING DASHING DAZZLING DELICATE DRIVEN DELIGHTFUL DETAILED DRAMATIC
DRY DYNAMIC EARTHY ECCENTRIC EFFICIENT ELEGANT ELEVATED ENCHANTING ENDEARING ENERGETIC
ETHEREAL EXCELLENT EXCITING EXUBERANT FABULOUS FAMILIAR FANCY FANTASTIC FASHIONABLE
FESTIVE FIERCE FLIRTY FORMAL FRESH FRIENDLY FUN FUNCTIONAL FUTURISTIC GLAMOROUS GRACEFUL
HIP HISTORIC HONORABLE IMPRESSIVE INDUSTRIAL INFORMAL INNOVATIVE INSPIRING INTENSE INVITING
LOW MAINTENANCE LIVELY LUSH MAJESTIC MODERN NATURAL NAUTICAL NOISY NO-NONSENSE
NOSTALGIC ORGANIC PASSIONATE PLAYFUL PLEASANT POWERFUL PROFESSIONAL QUAIN
QUIRKY RADIANT REBELLIOUS RELAXING RELIABLE RETRO REVOLUTIONARY RITZY ROMANTIC ROYAL
RUSTIC SCHOLARLY SECURE SERIOUS SILLY SINCERE SLEEK SMART SOOTHING SOPHISTICATED STABLE
STRIKING STRONG STUNNING STYLISH SWANKY TASTEFUL TRUSTWORTHY UNCONVENTIONAL
UNIQUE URBAN VERSATILE VINTAGE WILD WISTFUL YOUTHFUL

Give your Brand a unique Voice

Your brand voice is everything from the words and language you use, to the personality and image your brand makes use of.

Brand Voice

Cheerful _____ Serious

Friendly _____ Grumpy

Young _____ Old

Shallow _____ Deep

Communication

What Channels will your brand use?

How will your clients find you?

Further notes

Design your Visual Identity

A brand is an experience, not just a logo. Visual identity is a world of colors, elements, fonts, icons and images.

How can we implement the things we have discovered into your business, to make it a brand?

Does your current Logo reflect who you really are and does it appeal to your ideal client?

Your Scribbles