

Workbook

Branding, Messaging and Ideal Clients

ASIAN FEMALE

ENTREPRENEUR
collective

“Anything and everything is possible but you need to have the courage, dedication and endless amounts of self-belief to achieve your dreams. Always, always remember that.”

Branding

Branding

Why did you start your business?

**What is your big why - why do you want a successful business? What would this mean to you?
Let's get clear on this!**

Branding

Where exactly do you want your brand to be in 1 years' time? What do you envisage for yourself and your brand?

What is your USP and what do you specialise in?

Branding

Do people know what you exactly offer and is it crystal clear to your target market?

Have you got a best-selling products and products/services that just don't sell? Really hone down on your core offerings and refine them. This is your chance to focus or reinvent your business!

Branding

What makes your business special to you?

What is the most important thing to you and why for your business?

Branding

Look at your competitors or brands you really admire and ask yourself what is attracting you to them and their work – what is standing out for you?

P.S brands weren't build overnight – please do not compare!

What are they offering your ideal client?

Branding

What do you admire about who they work with?

What's attractive about them?

Branding

Why do you think your ideal client is attracted to them?

Is there a type of client you want to attract?

Branding

What would your ideal client be persuaded by when they land on your website?

Look at what you do well at the moment? What do current clients love about you? Is it the products/service you deliver? Is it your commitment to your clients? Is it your talented services? What do you excel at? What else? What else?

Branding

**If you could describe your brand in three words
what would it be?**

**If you were known for one thing only what would
that be?**

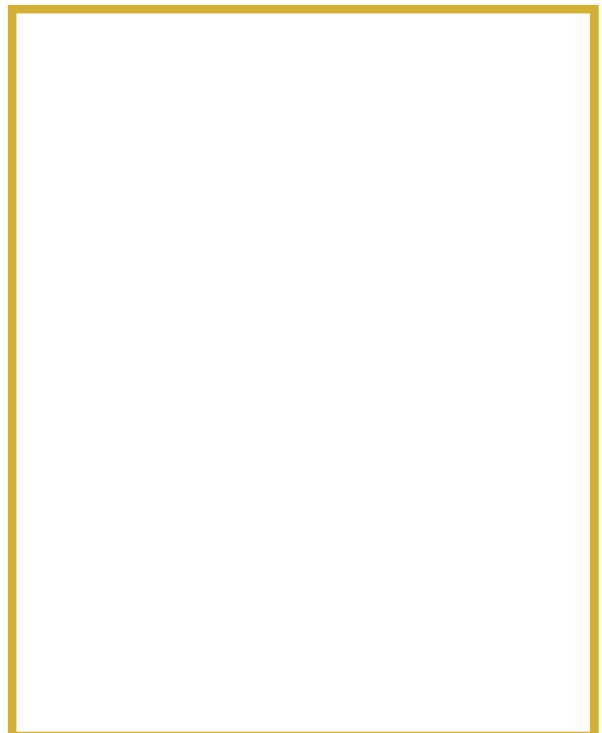
Branding

When you close your eyes and envisage and imagine your brand and website – what do you see?

What colour palette do you love?



What fonts do you love?



Branding

If you going to rebrand and relaunch then what is your objective from the launch/rebrand?

For example:

I want a re brand because I want to attract more higher end luxury clients which are predominantly based in London.

As a result I can charge more and live my life's desires. I want to be a global couture events agency.

Branding

Exact Steps

- **Before you start the rebrand or your first brand, you will need at least a copy writer, brand designer and a web developer. Sometimes the same company can do the design and build of the website and this is something to consider when you are shortlisting your companies.**
- **Once you have worked out your ideal client and completed the branding worksheets create a vision board. Start with a Pinterest board and start pinning everything you love such as colours, textures and patterns which you want associated with your future brand.**
- **Then start a second Pinterest board and really refine it. Choose a colour palette of three colours and only pin images and designs that reflect your future brand vision. This board should be concise, with a similar look and feel running through it. The more concise this board is the better vision you will provide the branding company/designer. They won't be able to work with a mish mash of colours and designs.**

Branding

**After creating your Pinterest or mood board,
answer these questions:**

What is your colour palette?

What type of font have you chosen?

Branding

What is the overall look and feel of these colours and fonts?

Why will your ideal client be attracted to this?

Branding

Why will your ideal client be excited by this?

How will your brand stand out in the crowd?

Branding

Then research the market for a brand designer, copy writer and if you need one - a web developer. Look at 5-6 websites for each area above that align with your brand. Listen to your gut here and only shortlist if you are truly attracted to them. Make sure you look at their portfolio, social media channels and reviews if they have any.

For a web designer and brand designer we have recommendations in the portal! You will need a copy writer (unless you want to write copy yourself) a brand designer/developer. This is only if you want to launch or do a rebrand! Look at their work and see what you are drawn to. Listen to your gut here and only shortlist if you are truly attracted to them. Make sure you look at their portfolio, social media channels and reviews if they have any. Ask in the group too!

Once you have shortlisted your companies, contact them for quotes and their way of working.

Branding

The questions you should know about your prospective branding company are:

- **Have they got a proven portfolio of what you are looking for and does their style reflect what I am looking for?**
- **Does their portfolio resonate with you and do you feel wowed by it?**
- **Do you like their website and is up to date and do you like the way they have styled their own brand?**
- **Have they shared their most recent work on social media – if so do you love it? ?**

Branding

Then contact the prospective branding companies/designers. Find out the below:

- **What is their briefing process?**
- **How long are turnaround times?**
- **How many concepts would they deliver?**
- **How many rounds of amends do you get?**
- **What happens if you don't like the design?**
- **How much investment is required up front? Ensure they provide you with a contract!**

Ideal Client

Ideal Client

What problem/issue is your ideal client facing at present? Get super specific!

What are the symptoms and emotions of this issue?

Ideal Client

In terms of your offerings, how can you solve their problem?

What can transformation can you offer? Where are they before they work with you and where are they afterwards?

Ideal Client

Male or female

What is their problem and what is keeping them up at night in relation to your business product/service?

Age?

What is their education level?

What is their occupation?

Salary band?

Disposable income? (approx)

Where do they work?

Style of upbringing?

What style of language do they use?

How are they likely to communicate with you?



Ideal Client

Religion (If any)

Marital status

Number of children

Where do they live?

Type of home?

Who lives there?

What do they do at home
– family, entertaining, work?

Likes & dislikes

What do they do in their spare time?

Do they have much?

Are they into spirituality?

Favourite holiday destinations?



Ideal Client

Holiday style – luxury, adventure, chilled or fun?

Style of hotel they would stay in?

What do they read – magazines, blogs or books?

Who is their style icon?

**Are they on social media?
If so what channels are they on?**

How do they use social media?

**Where do they shop?
E.g to browse or post etc?**

What do they need help with?

What makes them sad and happy?

What do they spend their money on?



Ideal Client

**What are they
passionate about?**

**What issues are important
to them?**

**What motives and inspires
them?**



Ideal Client

The following questions will be applicable for anyone in the wedding industry or can be adapted for other industries:

What is their wedding budget?

Where are they getting married?

What style wedding is it?

Who is involved in the planning? Who is the key decision maker?

Who is the dress designer?

What is the most important thing about their wedding?

What are their challenges with wedding planning?

What help are they looking for?



Messaging

Messaging

Create wider content themes that you are interested in, what you want to be known for and are related to your brand. What are you passionate about? List 6.

We shall be using these in your content and marketing strategy so it's important we get clear on these! These can be themes that are aligned with your brand, that resonate with your ideal client and that you are passionate about!

AFEC = Mental health, well being, self-love, mindset.

DBD = destination weddings, luxury places, operating from integrity and honesty, customer service.

Think about what your audience is struggling with.
