



TAKE CHARGE OF
REBRANDING



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IN THE BEGINNING THERE IS WHY

It is easy to think about the individual functions of our business—focusing on the day to day operations, the clank of a keyboard, the ring of the phone, and the fires we need to put out, but this viewpoint can hurt us when we are ready to spread our wings and fly.

Understanding who we are and more importantly why we are is the first step to moving business toward a successful tomorrow.

This document contains a series of worksheets intended to help us stop, take a breath and think about what we stand for and why we stand for these things. There are no wrong answers here. Take your time and answer with honesty about what you want for the future of your business.

These worksheets are here so you can build a strong brand that has values and a mission that will empower your business forward for years to come. One of the primary goals of a successful brand journey is longevity in the market.

These worksheets have been implemented successfully across multiple businesses as phase one in a rebranding strategy and I am giving them to you with no obligation or expectation so that you have the right tools and knowledge when you begin your rebranding process.

I encourage you to share this workbook with your whole team to see how options change across your organization. Ask yourself, why are opinions different? How are they the same?

Ask why?

WHAT MATTERS MOST

At the core of your business there must be specific beliefs that matter more than just being a business in business. These beliefs, inform decisions at all levels. This activity is intended to help put into words what guides the brand both now and in the future.

Circle up to 6 words or phrases that best define what you believe matters most to your organization.

- | | | | |
|-----------------------|---------------|--------------|-----------|
| Safe | Playful | Disciplined | Weird |
| Giving back | Traditional | Loyal | Growth |
| Customer satisfaction | Open-minded | Nature | Low waste |
| Family | Fun | Prestige | Humble |
| Quality | Dynamic | Professional | Flexible |
| Unique | Sexy | Corporate | Fun |
| Cool | Wise | Self-care | Respect |
| Affordable | Change makers | Safe | |
| Premium | Optimistic | Truth | _____ |
| Approachable | Vintage | Trustworthy | _____ |
| Bold | Comfortable | Wise | _____ |
| Athletic | Positive | Wonder | _____ |
| Community | Attractive | Duty | _____ |
| Diverse | Authentic | Fast pace | |
| Eco-conscious | Educational | Mechanical | |
| Education | Humility | Human | |
| Positive | Imagination | Understated | |
| Pushes Boundaries | Radiant | Tradition | |
| Innovative | Power | Inclusive | |
| Inclusive | Profitable | Ethical | |
| Collaborative | Competitive | Transparent | |

WHAT MATTERS MOST

Arrange your 6 selected words by most important to least important. Spend a few minutes, defining what actions your organization takes to earn these defining words.

Why do these words fit?

1

2

3

4

5

6

KNOW YOUR PATRONS

1: YOUR ULTIMATE CUSTOMER

Not everyone will choose you. Your ultimate, best and most loyal patrons will have specific common features. Use this worksheet to help imagine what the most likely common factors are among the people who will love everything you do and keep coming back for more. Remember a good business is not everything to everyone, who do you stand out to?

Imagine an ideal customer. Fill in the blanks below to help define who they are and what they need most from you.

What do they do for income?

Age:

Gender:

Their location:

Yearly income:

How likely is it that they have used a service like yours before?

1 2 3 4 5 6 7 8 9 10

not likely

very likely

Imagine their typical day. What do they do?

What do you imagine concerns them the most?

How do they find out about you?

KNOW YOUR PATRONS

Your Ultimate Customer

When you chat with them, where does the conversation go?

What are the 5 most important things in their life?

How does your business benefit them?

Why reasons do they have to be loyal to you?

Why do/will they trust you?

KNOW THYSELF

The clearer you can communicate what you do and how you operate the easier it will be to cut through the industry noise and reach your ultimate and most loyal customers.

Who are you? Fill out the questions below help define the direction of your business for the coming years.

In one sentence, describe your business.

What do you do?

How does your business reach your customers?

What are the credentials/certifications of your business?

How are you different or unique?

KNOW THYSELF

How are you similar to your biggest competition?

What's the greatest benefit you offer? Why is this #1?

Why should people trust you?

In 10 years you will be well known for...

What doesn't your business do that others in the industry do?

Five facts about your business not previously shared.

VISUAL VIBES

Changing the visual style of a business is not a small endeavor. In an established presence any change will ripple beyond the just the aesthetics of the business. Visuals effect the level of trust and the bond that employees and customers have at every touch-point.

What parts of the current visual brand are appealing to you? (logo, colors, font, etc)

What parts of the current visual brand are problematic? (logo, color, font, etc)

What is the biggest change you would like to see?

What are three brands you like visually that your business could be more like?

What three competitors have terrible/unsuccessful brands? Why?

VISUAL VIBES

Are there any colors, fonts or symbols that appeal to you?

Are there any restrictions to consider when designing your updated brand?

START THE CONVERSATION
ABOUT WHERE YOUR
BUSINESS GOES NEXT
REACH OUT TODAY.

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WHAT CAN I DO FOR YOU?

YOUR ONE STOP FOR CREATIVE MARKETING SOLUTIONS

BRAND

Whether you have a fresh new business or an established company ready for a fresh new look—the brand is the thread that weaves through every customer touchpoint. Everything from a Logo to an email signature should help a business thrive. I work with you to determine the individual brand strategy and the deliverables that fit your unique business so that you will have exactly what you need to thrive.

- Logos
- Business Cards
- Email Signatures
- Letterhead
- Menus
- Stationary
- Brand Guidelines
- Brand Strategy
- Brand Voice
- Business Cards
- Custom Envelopes

PRINT

Print projects can take many forms and can be as simple as they are complex. Working with you, I am able to efficiently develop designs that will communicate your big ideas to your target audience in well organized and visually pleasing ways. From small four-page booklets to large tradeshow displays and assets, we can make great work together.

- Annual reports
- Billboards
- Booklets
- Catalog Design
- Direct Mail
- Editorial Design
- Environmental
- Event Invitations
- Flyers
- Product Labels
- Newspaper Ad Design

DIGITAL

Digital marketing often goes far beyond having a 5-page website or Facebook page. I believe in optimizing and customizing solutions to fit your individual needs. Let's create deliverables that will make a lasting impression that engages the minds of your audience—turning more prospects into lifelong customers. (It's not magic, but sometimes it seems like it.)

- Website Design
- Social Media Ad Design
- PPC Ad Design
- Infographics
- Presentation Design
- Email Newsletters
- Email Marketing
- Landing Pages
- Avatars and Headers