

MODULE

5

WORKSHEET: ALL ABOUT YOUR BRAND



60 DAYS TO LAUNCH A
BUSINESS
— YOU *Love* —

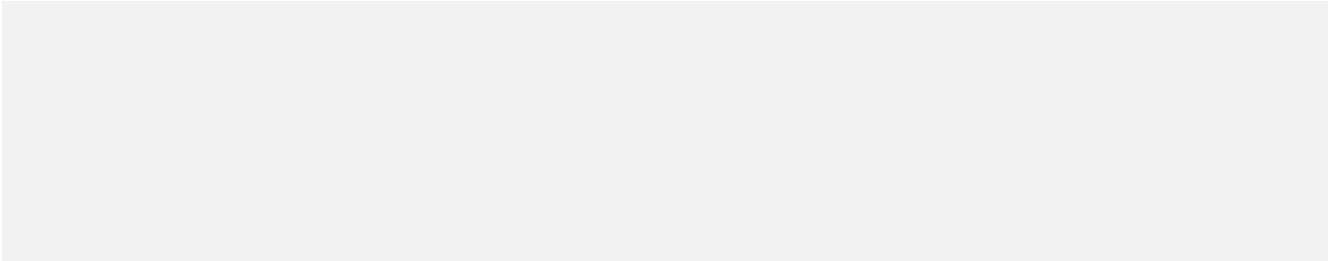
THE 5 C's of Your Brand

1. CLARITY: Mission Statement
2. COMPETENCE: Brand authority
3. CONNECTION: Brand voice
4. CONVERSION: Brand message
5. COMPELLING: Brand logo + visuals

Your **brand** is defined by a customer's overall perception of your business.

1 CLARITY

Craft a clear and concise expression of what your company is most passionate about. The mission statement should define a purpose for existing.



2 COMPETENCE

1. Create a Brag Bank. (see separate sheet)

Make a list of moments you're proud of that relate to how you serve your clients and customers - moments that showcase your expertise. List any accomplishments or special skills you have related to your business. Think Master Resume!

2. Write a Brand Authority Bio (see separate sheet)

Make a list of moments you're proud of that relate to how you serve your clients and customers - moments that showcase your expertise. List any accomplishments or special skills you have related to your business. Think Master Resume!

3 CONNECTION: BRAND VOICE

Your voice should make sense and resonate with your target audience. If you are using the correct voice, you have the strongest chance of **CONNECTING** with consumers.

Take your ideal client profile, Give them a name and persona:

What does a conversation with that person sound like? What are some

Are there catch phrases or things you say when talking about what you do?

60 DAYS TO LAUNCH A
BUSINESS
— YOU *Love* —

4 CONVERSION: BRAND MESSAGE

Draft your own brand message/elevator pitch. One sentence that explains the value you bring and the benefit it offers customers.

Tips:

Communicate on a human level.

Make a direct emotional connection with your consumers.

Here's where you take everything you have done in the previous steps and synthesize it all together.

What you do for customers

**FEATURE 1 & 2 + *SO THAT YOU CAN* =
OUTCOME YOU PROVIDE**

What they experience by working with you

Write your brand message:

60 DAYS TO LAUNCH A
BUSINESS
— YOU Love —

5: COMPELLING LOGO + VISUAL

Your logo and visuals of your brand will appear on everything that relates to your business. It will become your identity, calling card, and the visual recognition of your promise.

60 DAYS TO LAUNCH A
BUSINESS
— YOU *Love* —