

BRANDING BASICS

IDENTIFY YOUR BRAND VALUES/BELIEFS

Brainstorm what you value and write everything that comes to mind. Sit on your list for a bit and try to get it down to no more than four brand values.

IDENTIFY YOUR BRAND VISION

What are your ambitions? What is your purpose? How do you want to be known? What sort of vibe do you want to convey?

WRITE YOUR MISSION STATEMENT

Clearly communicate your purpose by identifying your ICA's problem, telling them the solution, and explaining the benefits your customer will have when the problem is fixed. (See next page for inspiration!)



Brand Mission Statement Examples

STRUGGLING TO WRITE YOUR MISSION STATEMENT?

We're going to give you a few examples of missions statements to help inspire you!

Follow this Formula:

1- Identify your ICA's problem

2- Tell them your solution

3- Their transformation after solution

EXAMPLE 1

1. Don't overwhelm yourself with buying a home for the first time.

2. Find the home you'll call 'The One'.

3. Breathe easy and trust that you made the right decision.

STATEMENT 1:

Buying a home for your first time has you feeling overwhelmed, you just want to find 'The One' without 'The Headache'. Work with me so you can breathe easy and trust that you made the right decision when you find the home you want to call 'The One'.

EXAMPLE 2

1. You need to focus on your growing family, not the demands of finding a bigger home.

2. Step into a bigger home while the meeting the needs of your family.

3. Feel at home and enjoy having some space.

STATEMENT 2:

The demands of your growing family is taking up all your time and energy. You are too stressed out to even think of a new home! Work with me so you can get into a bigger home, faster, with more peace of mind.