

Brand Strategy Workbook!

Our Purpose

What our customers mean to us

We believe in something
bigger than ourselves

Our Vision

Our vision is bright

Our Mission

We are committed

Our Values

How we do business shapes our brand

Our Customer

How we do business shapes our brand

Our Customer

Personality

Our Customer

Challenges and painpoints

Fears

Desires

Competitors

Competitors

Why we're different

The difference we provide

Positioning Statement

Our Human Personality

Personality Architype

Our Human Personality

our personality communicates

characteristics

fears

desires

Tone of Voice

our personality communicates

Characteristics

Expression

Opinions

Believes and points of view

Messaging Framework

Who we serve

Where they need help

Messaging Framework

The key benefit they get

Their market alternative

Messaging Framework

Our key difference

What we believe

Messaging Framework

Our key difference

What we believe