

CP

a life | stylish | *brand*

BRAIN STORMING SESSION
&
BRAND GUIDE

An expert in branding and start up strategy, I have led multiple entrepreneurs to realize their brand's potential.

What I have found is that most entrepreneurs know where they want their business to be, they just don't know how to get there.

The following brand guide is a tool that I use with my clients to get them **focused on their why** & thus, get really clear about the direction of their business and brand.

By working through this guide together, you will see **your brand take shape** and will then be able to **easily convey your why** across all social platforms and advertisements.

READY?

FIND YOUR WHY

WHAT

the product(s) or service(s) you sell

HOW

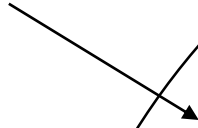
your selling points, what sets you apart & how you get people to buy said product(s) or service(s)

WHY

why you sell/do what you do...having nothing to do with profit, but rather **passion, purpose & belief**

if you can get this message across to your audience, you will sell

what



why

how



A brand guide is basically your business plan for marketing and branding.

You'll reference your guide often, especially when creating content & advertisements - it will keep you on brand and focused on your target.

BRAND GUIDE

DEVYN'S TIP:

“don't overthink your brand guide, answer the questions in bullet point form and you will begin to see a theme as you go”

BRAND POSITIONING

YOUR TITLE(S)

YOUR STORY

**EXPERIENCES THAT HAVE
LED YOU TO THIS PLACE
IN YOUR LIFE**

YOUR WHY

**WHY YOU DO WHAT YOU
DO – WHAT DRIVES YOU,
WHAT YOU WANT PEOPLE
TO GET FROM YOU**

YOUR TARGET

**THE PEOPLE THAT YOU
ARE TRYING TO REACH/
I.E. CLIENTS &
LISTENERS/READERS
(SEE PART II)**

WINNING YOUR TARGET

**WHAT SAID TARGET
WANTS TO
SEE/FEEL/EXPERIENCE
FROM YOU...HOW YOU
ADD VALUE**

YOUR TONE

**YOUR APPROACH TO
HOW YOU INTERACT WITH
CLIENTS/READERS/
LISTENERS**

YOUR PERSONA

**WHAT YOU WANT PEOPLE
TO THINK OF WHEN THEY
THINK OF YOUR BRAND**