

BrandPlan

Your Guided Journey

Teachings and Lessons

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Lesson 4: Brand Personality & Communication

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BrandPlan

#1 Brand Strategy for Entrepreneurs

Teachings and Lessons

Lesson 1: Brand Identity

- **What is a brand?**
- **Branding vs Marketing**
- **Commodities vs Brands:** Learn why most businesses fail and few businesses scale.
- **Brand Domination:** Learn the competitive advantages of branding so you can start dominating your marketplace.
- **Brand Core:** Discover who/what your brand really is at its core so you can live authentically and feel fulfilled.
- **Brand Identity:** Learn how to define your brand so you can express who you are and what you mean to your customers and employees.
- **Brand Alignment:** Learn how to align your customers and employees with your purpose through a deep emotional connection to grow your business faster and easier.
- **Purpose:** Learn how to discover your purpose, that will drive the success of your business and create a fulfilling life.
- **Vision:** Learn how to create a crystal clear vision so your entire organization knows where they are heading.
- **Mission:** Learn how to create a committed mission that your employees and customers join to make your vision a reality.
- **Value System:** Learn how to create a value system that describes the ethics and behaviours your company will use on its mission.
- **Belief System:** Learn how to create a belief system that creates a deep emotional connection with employees and customers and helps guide your business to stay true to its purpose.
- **Brand Ideology:** Learn how to give your customers and employees a reason to believe in your brand and inspire them to live by your shared beliefs.

Lesson 2: Dream Client Magnet

- **Market Analysis:** Learn how to analyze your competitors, audience and the marketplace factors that impact your brand's success.
- **Target Audience:** Learn how to target your audience and be in-demand.
- **Dream Client:** Learn how to attract more of the customers you love.
- **MindShift:** Your customers become your brand.
- **MindShift:** Customer scarcity vs abundance.
- **Brand Growth:** Learn how to grow your brand faster and easier by attracting your dream clients.
- **Brand In-Demand:** Learn how to become a brand in-demand using dream client profiles.
- **Brand Engagement:** Learn how to turn passive followers into raving fans.

Lesson 3: Competition Analysis & Brand Differentiation & Positioning

- **Competition Analysis:** Learn how to assess your competition so you can stand out and make them irrelevant.
- **MindShift:** Stop comparing your brand to your competitors.
- **MindShift:** Learn why brands don't compete.
- **Brand Differentiation:** Learn how to differentiate your brand so customers choose you over your competitors.
- **MindShift:** Different is better than better.
- **Unique Selling Proposition:** Learn what makes your business unique so customers choose you over your closest competitors.
- **Positioning Statement:** Learn how to position your brand so your target audience sees you as the best solution.
- **Transcend Limitation:** How to let go of feeling unworthy.

Lesson 4: Brand Personality & Communication

- **Brand Personality:** Learn how to craft the brand personality your dream client craves.
- **Brand Tone of Voice:** Learn how to create a tone of voice that consistently expresses your brand's personality so your customers easily identify and relate to you.
- **Brand Behaviour:** Learn how to act and play the role your customers need in their life.
- **Brand Language:** Learn how to create your brand's body of terms, phrases, and words that describe your brand, its products, and services.
- **Brand Vocabulary:** Learn how to influence your target audience using the most effective words in your communication.
- **Core Primary Messaging:** Learn how to make your target audience quickly understand your unique value and why they should choose your brand with a simple and clear messaging strategy.
- **Core Secondary Messaging:** Learn how to support your primary message with your beliefs and values to enrich your brand's meaning with an emotional connection.
- **Brand Storytelling:** Learn how to craft an engaging story that draws in your audience.
- **Brand Enemy:** Learn how to create an enemy your dream client must defeat in order to achieve their dreams and live a new way of life.
- **Brand Hero:** Learn how to create the hero your dream client admires and sees themselves as.
- **Brand Understanding:** Learn how to make your audience understand your brand the fastest.
- **Hook:** Learn how to create an irresistible hook that grabs your dream client's attention.
- **Pitch:** Learn how to quickly communicate your unique value, and why you are the best option for your dream client with a compelling pitch that makes them want more.
- **Transcend Limitation:** Learn how to let go of your past.

Lesson 5: Brand Essence

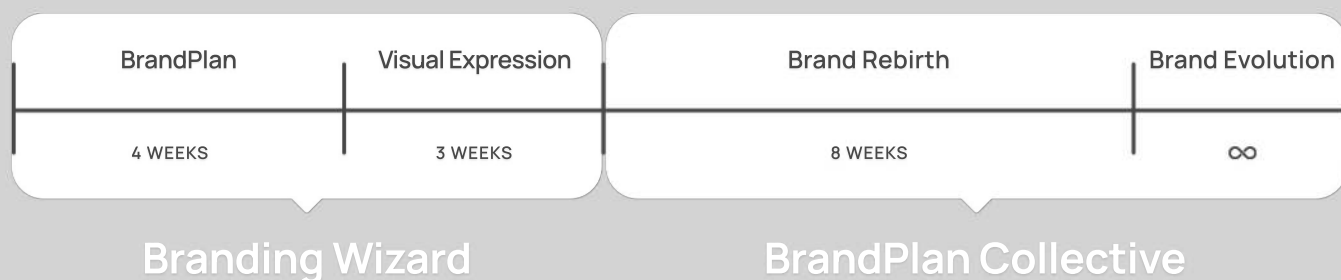
- **Brand Essence:** Learn how to create the essence of your brand that is synonymous with an attribute your audience and employees feel.
- **MindShift:** Brands are synonymous with feelings.
- **Brand Promise:** Learn how to create the value experience your customers can expect to receive every single time they interact with your company.
- **Brand Intangibles:** Learn how to create what cannot be seen or touched, but felt emotionally to build a deep relationship with your customers and employees.
- **Brand Culture:** Learn how to bring people together using logic and emotions that give your brand brand meaning so customers and employees want to join.
- **Brand Name:** Learn how to create a remarkable name for your brand that appeals to your target audience.
- **Tagline:** Learn how to create an unforgettable tagline that quickly communicates your differentiator or your brand essence.
- **Brand Credibility:** Learn how to make customers and employees perceive your brand to have the ability and willingness to continuously deliver what is promised.
- **Transcend Limitation:** Learn how to overcome self doubt.

Lesson 6: Visual Expression

- **Visual Strategy:** Learn how to create a complete visual strategy that expresses your uniqueness and attracts your dream clients.
- **MindShift:** KISS
- **Brand Visual Expression:** Learn how to create the visual expression that provides unity, flexibility and consistency to attract your dream clients.
- **Primary Logo:** A one of kind design that is sure to make you stand out and attract your ideal customer.
- **Secondary Logo:** an alternate logo optimized for specific sizing that compliments your primary logo.

- **Brand Sub-mark:** a variation of the logo, used in situations when your primary and secondary logo is not ideal.
- **Brand Typography:** Learn how to use typography to your advantage by enhancing your brand's meaning so you can influence your dream clients.
- **Brand Patterns & Textures:** Learn how to create strong brand recognition, while bringing depth to your brand's identity and create a memorable brand experience.
- **Brand Colour Palette:** Learn how to use colour to your advantage by enhancing your brand's meaning so you can influence your dream clients.
- **Brand Imagery:** Learn how to express your personality and strategically appeal to your ideal clients using images that resonate with them and communicate what you want to mean to them.
- **Brand Visual Tone:** Learn how to enhance the overall look and feel of your brand while maintaining consistency.

Journey Overview



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