



# Branding Cheat Sheet

SET YOURSELF APART FROM THE COMPETITION



# Introduction

## "You are your brand"

A brand starts with a logo, but it's so much more than a logo.

This three-part branding cheat sheet will help you identify your brand purpose and values, and the target audience you're hoping to reach.

Part 1: PURPOSE

Part 2: BRAND PROMISE

Part 3: TARGET AUDIENCE

It's important you block time to work through each part of the cheatsheet. On average you'll spend about an hour. If brainstorming isn't your thing, then read through each step to get the ideas germinating. Take a break to work on something else (or relax) to help spark creativity.

Can't wait to hear what you come up with!

*Joyce*

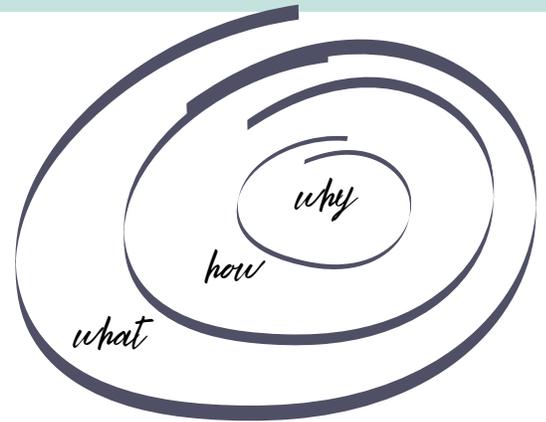


# Step #1: Purpose

## What's Your Why?

Knowing your *why* means having a clear purpose.

Over a decade ago, Simon Sinek started a movement that inspired millions to demand purpose at work, to ask what was the **WHY** of their organization. You can use the same process to get clear on your purpose too.



If you haven't seen Simon's TEDx talk, watch the short version first [HERE](#) and then answer the questions below.

## What Do I Do?

What are the services you offer?

## How Do I Do It?

What is it about the way you offer or create your products or services that sets you apart?

## Why Do I Do It?

What is your purpose, cause or belief - the reason your business exists?

## Step #2: Brand Promise

*"The difference between branding and sales is simple. Are you trying to convert or are you trying to create an experience? The latter always wins." ~Gary Vaynerchuk*

Your brand values are not a tagline. Your brand values describe what you stand for and the experience you want people to have when they interact with your business.

How do you want people to feel when they interact with you or your business?

## Step #3: Your Target Audience

### Who Do You Best Serve?

It's important to be super specific in order to establish yourself as an authority in a niche.

### What Do THEY Want to Accomplish?

What are your target audience's biggest pain/challenges?

### Next Steps

Now that you've answered the questions in the cheatsheet about your purpose, brand values and target audience, you have invaluable information that will guide your message and content strategy. If you want to take the next step, then consider reaching out to existing clients or potential clients to get additional insights form