



OCTOBER 4TH, 2023

BRANDING WORKSHOP

with Mary Lyn Jenkins & Big Fish Co.



Workbook

- ◆ Life is not a _____.
- ◆ _____ isn't better and _____ isn't best.
- ◆ Do _____ things well.
- ◆ Brand is not just a company's _____, color _____, _____, or typography.
- ◆ Branding helps showcase your _____, your _____, and shares your _____.
- ◆ Branding also relays the feel of the company and _____ for its recognition.
- ◆ We want to be mindful of how a brand is experienced at every _____. It influences your target clients _____ of your business and improves client retention.

Six Key Touch Points

_____ is important because everything else flows from it.

1

Long lasting question...

Is your purpose _____ to encompass everything you'll want to do in the future?

Who is the _____ person you dream of working with?

What are you _____ when they hire you for your service or purchase your product?

Your _____ are everything!

2

Long lasting question...

Is every touch point of my brand created to make the _____ better?

Look back at your offer. What's the _____?

Do you have the necessary _____ to compete in this category?

3

Long lasting question...

Does my _____ support my purpose, my mission and vision?

Identify where you can _____ into your customer's mind. How do you get there? What's your stand out _____ or _____?

The Only Statement

My brand is the ONLY _____(category)
that/with _____(differentiator)
for _____(customer)
in _____(market/region)
who want _____(unmet need)
in an era of _____(trend or reality)

4

Long lasting question...

The key to my strategic brand is the _____. Have I spent time in this framework 2 minutes every day until there is a clear differentiating factor knowing who I am and what I provide?

5

_____ encompasses how I communicate my message and _____(website, social media, blog, marketing)

The journey of brand is about _____.

Long lasting question...

Does my brand voice have my _____ in mind?

If your brand is how people think about your business, what they say about you, what they feel about you, and their expectations for you, then the visual identity is the _____ that holds all those things up!

6

Long lasting question...

Have I completed the visuals _____ so I am who I say I am?

RECAP

01

define and align

02

your people

03

determine your

&

04

keep what makes me...

05

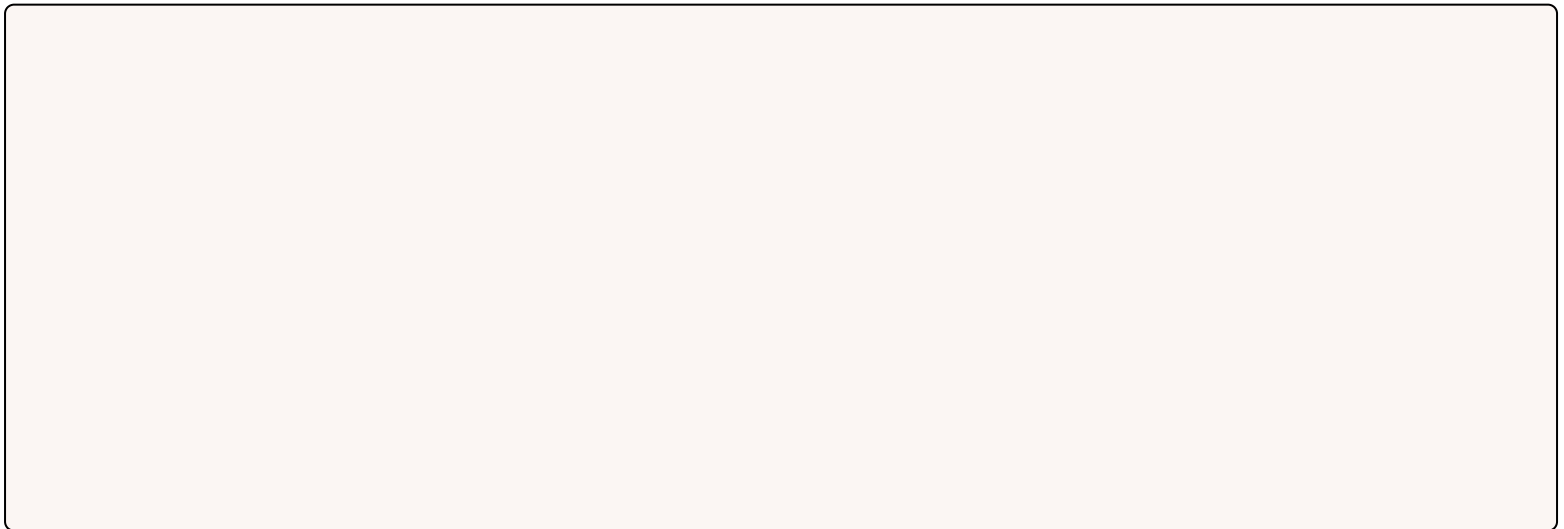
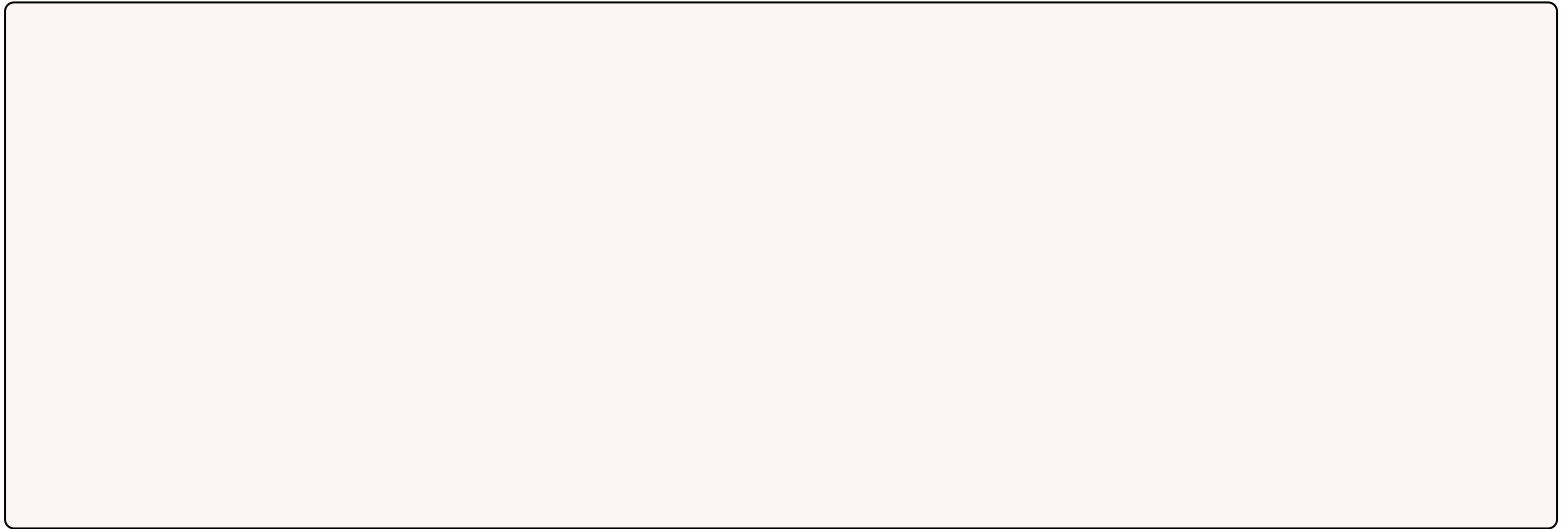
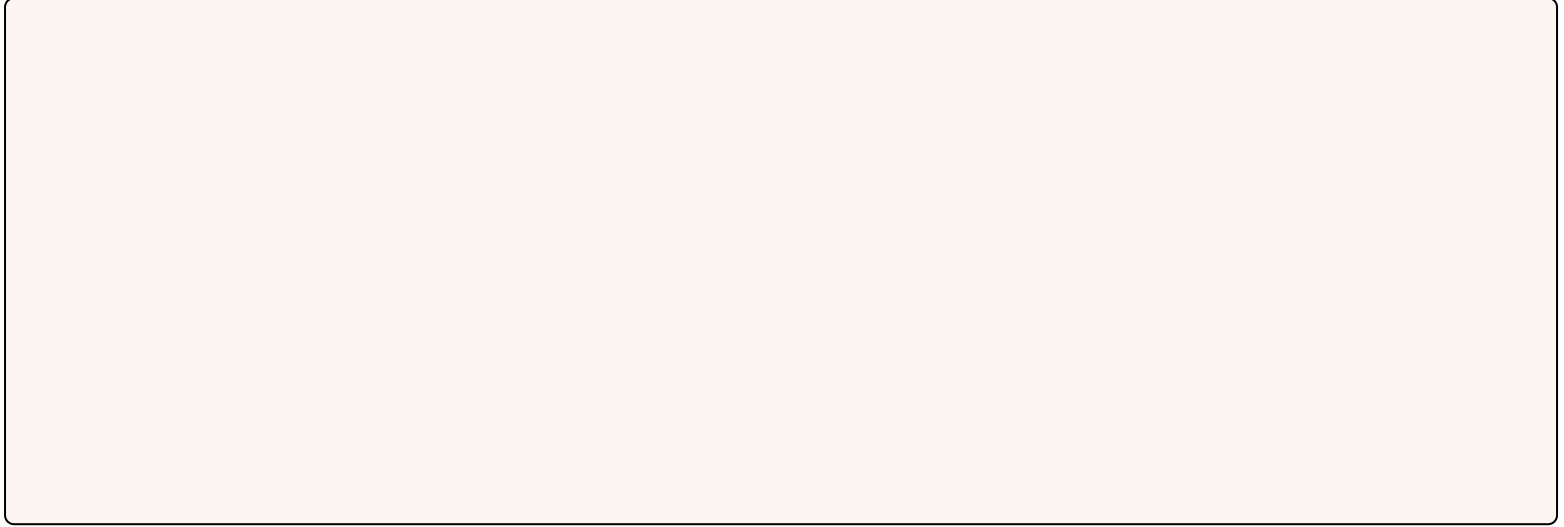
claim and refine your

06

your visual style

This is ----- story.

journal



journal

