



**CLARIFY  
YOUR BRAND**

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**W O R K S H O P**

**JUL 25. 8 AM - 9:30 AM**



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# CLARIFY YOUR BRAND WORKSHOP

Brand & Customer

Project Name

Organization

*This worksheet is designed to help you begin thinking about the world from your customer's perspective. Use as many or as few words as you like. There are no right or wrong answers.*

## Describe your brand

A company brand? A specific project, event, service, or product? Your personal brand? Is it adventurous, academic, or corporate? Traditional or cutting-edge? What is one aspect of your brand that you love?

## Who is your customer?

If you had to focus all of your marketing efforts on just one customer, who would it be? Male? Female? College-educated professional? Hardworking trades person? Rebellious teenager? What is his/her favorite hobby?



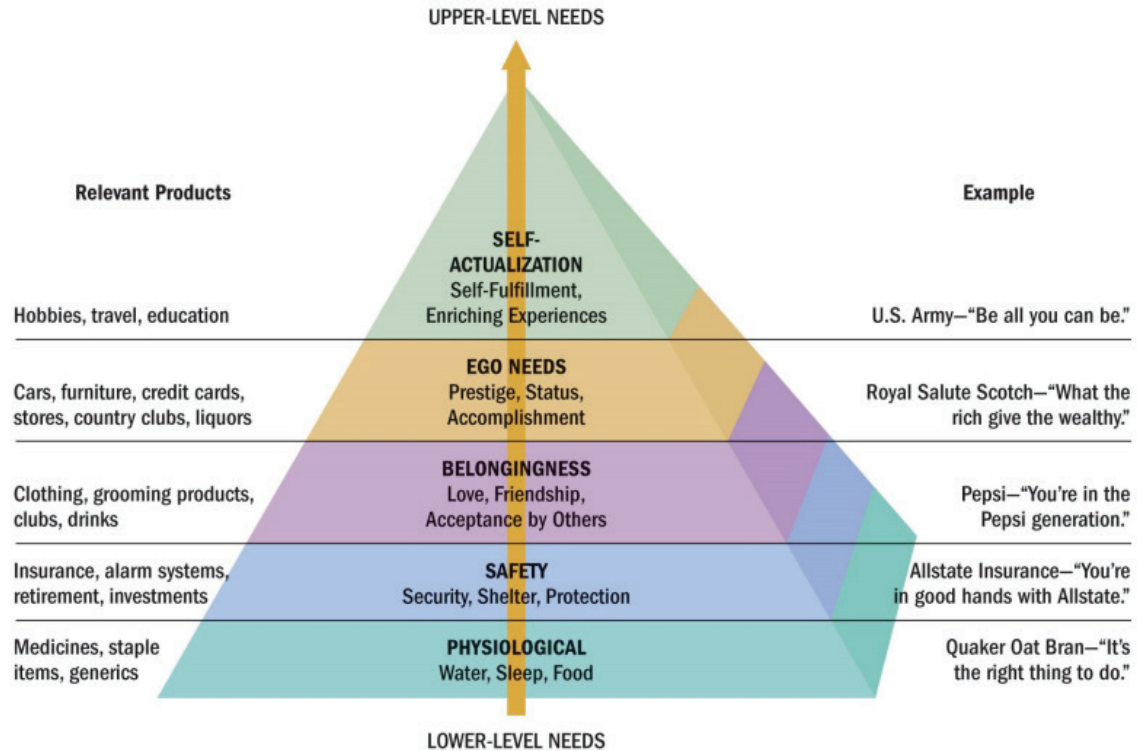
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# CLARIFY YOUR BRAND WORKSHOP

Needs & Desires

Project Name

Organization



## What does your customer want?

As clearly and simply as possible, describe the fundamental desire your product/service fulfills, and what your customer will feel when he/she achieves it.



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# CLARIFY YOUR BRAND WORKSHOP

Obstacles & the Guide

Project Name

Organization

*Life and business are full of obstacles that must be overcome to grow and prosper. Imagine your ideal customer has come to you for guidance through a challenging stage in his/her business.*

What is standing in the way?

What are the external (environmental), internal (psychological), and philosophical obstacles preventing your customer from achieving his/her goals? Too much competition? Disorganization? Fear of failure? Unfair workplace?

External

Internal

Philosophical

How do you help?

In what ways do you guide your customer to through or around those obstacles?

Empathy

Authority



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# CLARIFY YOUR BRAND WORKSHOP

Actions & Plans

Project Name

Organization

*Customers must be called to action. What is your direct and indirect call-to-action? What agreement will you make with your customer to ensure he/she moves toward success and away from failure?*

What is your call-to-action?

Direct Call-to-Action

Indirect Call-to-Action

Describe your agreement plan?

Process Plan

Post-Purchase Plan



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# CLARIFY YOUR BRAND WORKSHOP

Failure & Success

Project Name

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*Compelling stories require two critical ingredients to hold a reader's attention to the end. One, a clear picture of what could happen if a hero cannot save the day, and two, a vivid picture of the wonderful world possible if he/she does save the day.*

**What does failure look like?**

What is the negative outcome if your customers obstacles are not overcome? Bankruptcy. Loss of opportunity? Embarrassment in front of family and friends? Health risks? The end of a dream?

**What does success look like?**

What is the positive outcome if the obstacles are overcome? Relaxing on the front porch of a beach house? A beaming grateful child graduating from college? Or the freedom and security of a retirement well-planned?



# CLARIFY YOUR BRAND WORKSHOP

Transformation

Project Name

Organization

*Transformation completes the circle of storytelling. External transformations describe how people might see us differently. Internal transformation describe how we may see ourselves differently.*

**Describe the external transformation of your customer by the use of your product/service?**

Before

After

**Describe the internal transformation of your customer by the use of your product/service?**

Before

After



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# CLARIFY YOUR BRAND WORKSHOP

Landing Page Sketch

Project Name

Organization

Sketch or wireframe your new landing page.

Direct Call-to-Action

Brand Message

Direct Call-to-Action

Indirect Call-to-Action

Image Description





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# CLARIFY YOUR BRAND WORKSHOP

Customer Brand Story

Project Name

Organization

What does your customer want?

What is standing in the way?

How do you help?

What is your plan?

What is your call to action?

How will your customer and his/her life transform?



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# CLARIFY YOUR BRAND WORKSHOP

Customer Sales Journey

Project Name

Organization

