

Module 1: CLARITY

WRITE A BRIEF MISSION STATEMENT

What do you offer? Who you do it for? How you do it? Why do you do it?

"We give marketers production-ready software designed to help them grow. We succeed through togetherness, momentum, and pragmatism."

- MailChimp

WRITE A BRIEF VISION STATEMENT

Where do you see your business being at five years from now?
Where does your business aspire to be once your mission is achieved?

*A computer on every desk
and in every home.*

- Microsoft (at its founding)

YOUR COMPETITION

Business Name & Website #1	Business Name & Website #2	Business Name & Website #3
Core Offers		
Strengths + Unique benefits		
Weaknesses		

Module 1: CLARITY

YOUR IDEAL CUSTOMERS

Customer Name #1	Customer Name #2	Customer Name #3
Age, gender, level of education, business/occupation, financial position		
What pains or problems does your customer have?		
How does your product or service improve/solve their pains or problems?		

Module 2: CONFIDENCE

If you're a bit stuck figuring out what your unique benefits might be? Let this fantastic list from [simplicable.com](https://www.simplicable.com) help to get your creative juices flowing!

CONVENIENCE

Saving the customer time and making things easier.

EXPERIENCE

Experiences such as the taste of food or thrill of a theme park attraction.

STYLE

The aesthetics of products and services such as a hotel lobby that feels refined and comfortable.

USABILITY

User interfaces that are pleasing to use.

IDENTITY

A brand identity that represents quality, status, a lifestyle or culture in the minds of customers. For example, a fashion brand that represents a subculture.

RELIABILITY

Products that don't break and services that are always available and consistent.

EFFICIENCY

The amount of output created for a unit of input. For example, an electric car that can travel a great distance on a kWh of electricity.

PRODUCTIVITY

Tools that make customers more productive in their work and hobbies.

RISK

Reducing or transferring a risk for a customer. For example, an airline with a reputation for safety.

COMPATIBILITY

Products and services that work well with other things.

INFORMATION

Satisfying customer needs for information.

PRICE

Value for the price.

TERMS

Attractive contract terms. For example, terms that remove unpopular restrictions that competitors impose.

TRUST

Being trusted by customers. For example, a telecom company with a reputation for protecting customer privacy.

CUSTOMIZATION

The ability for customers to change your products and services to their liking.

PERFORMANCE

Performance such as the speed of a CPU.

RESULTS

Results such as the historical returns of an investment product.

FUNCTIONALITY

Things that customers can achieve with your products or services.

There are *many types* of unique benefits that your business can offer, do not limit yourself to only this list!

Module 3: CONNECTION

WRITING YOUR UNIQUE VALUE PROPOSITION STATEMENT - PART I

Your Unique Value Proposition Statement is the reason why your customers should buy from you *instead* of your competitors.

Who is your customer? (Page 2)

What is their pain or problem? (2)

What is your product or service? (Page 1 - see mission statement)

How does the product or service solve/improve their pain or problem? (Page 2)

What unique benefits can the customer expect? (Page 3)

UNIQUE VALUE PROPOSITION STATEMENT FORMULA by GEOFF MOORE

For *(customer)*, who *(the pain or problem)* our *(product or service)* is *(product or service description)*, that helps to *(statement of unique benefit)*.

EXAMPLE:

"For *non-technical marketers* who *struggle to find return on investment in social media*, our *product is a web-based analytics software that translates engagement metrics into actionable revenue metrics.*"

YOUR UNIQUE VALUE PROPOSITION STATEMENT

"For _____ *customers* _____ who _____ *the pain or problem* _____
our _____ *product / service* _____ is _____ *product / service description* _____
that helps to _____ *statement of unique benefits* _____
_____."

Module 3: CONNECTION

UNIQUE VALUE PROPOSITION HEADLINE - PART II

EXAMPLE: Boost your sales with your social metrics

For non-technical marketers who struggle to find return on investment in social media, our product is a web-based analytics software that translates engagement metrics into actionable revenue metrics.'

YOUR UNIQUE VALUE PROPOSITION HEADLINE

Step One: Rewrite your completed unique value proposition statement you completed from the previous step below:

Step Two: What is the most compelling promise that you can make to your customer about their biggest pain or problem? This statement should be simple and straightword.

COPY YOUR COMPLETED UNIQUE VALUE PROPOSITION STATEMENT BELOW

HEADLINE:

SUB-HEADLINE WITH UNIQUE BENEFITS:

Module 4: CONSISTENCY

HOW CONSISTENT IS YOUR OVERALL BRAND PRESENCE?

Brand consistency is so crucial because it builds loyalty and recognition for your brand over time. The more consistent you are with your brand, the better experience you provide for your customers and the culture you build for your employees.

This Investigative Quiz will show you exactly where to pinpoint inconsistencies within your brand. Simply put a check next to each item that you already have in place for your brand. For any items that you don't have, leave the space blank and move to the next item. Add up your score at the end of the quiz and review your results.

BRAND VISION

Your Brand Vision is the foundation that informs the direction of every other component that makes up your brand. This is where the big idea of your brand was born and lives.

You have a clearly defined Mission Statement for your business (*page 1*)

You have a clearly defined Vision Statement for your brand (*page 1*)

You have an irrational level of belief and conviction in the business that you working to build, strengthen, and grow

You have a list of core values that your business firmly stands for, and against. These are values that you are not willing to compromise under any circumstance

You know precisely who your competitors are (*page 1*)

You know exactly who your ideal customers are (*page 2*)

You can confidently articulate your businesses' unique values, and you have a concise values proposition statement that can be easily understood in 5 seconds or less (*pages 5/6*)

You fully understand the corner of the market you want to show up, play in, and own

You have a great sense of your brand's personality and how you want your brand to make people feel when they first encounter your brand

If your brand was a living, breathing person, would you like them enough to be friends with them?

_____/10

Module 4: CONSISTENCY

VISUAL BRAND

Your visual brand is *everything* that your audience can see when they look at you.

You have a modern and professionally designed logo that speaks to the unique value that you offer. You have this logo on file in both print and web friendly formats.

You have at least two official fonts that you consistently use across your marketing materials. *Example: social media graphics, letterhead, business card etc.*

You have a palette of at least five brand colours that you consistently use across all of your marketing materials. *Example: website, business card, logo etc.*

You have a basic brand style guide that outlines the proper use of your official fonts, colours, and usage guidelines for your logo, tag line and imagery.

You have an up-to-date, professional website that is easy to navigate and understand on both mobile and desktop devices. Your site immediately articulates your unique value in 5 seconds or less to your ideal customer.

You have recent, custom brand photography of yourself and your team, your product, your place of business and your customers working with you. Custom imagery illustrates the experience of what its like to work with you to your potential customer.

You have a library of stock images that you've used in past marketing materials so that you can re-purpose and recycle for future use

You have a complete wardrobe for all seasons that is in visual alignment with your brand values. This wardrobe makes you feel confident yet comfortable during presentations, sales meetings, and networking events.

You have at least one professional produced promotional video for your product or service that directly speaks to the unique value that you offer.

Your digital marketing materials such as social media graphics, sales sheets and power point presentations are professionally designed and consistent with the rules outlined in your brand style guide.

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Module 4: CONSISTENCY

BRAND VOICE

Your brand voice is the consistent personality and emotion used throughout your company's written and spoken communications.

Like all other components of your brand, a consistent brand voice is designed to cut through the noise of competitors and resonate with your ideal customers.

You clearly and effectively articulate your Unique Value Proposition statement across your marketing materials (like your website) and verbal communications.

Your brand voice/personality is in direct alignment with your businesses' mission statement and values.

You can easily list at least three personality traits that should always come through your communications, as well as traits that should not come through.

Example: Apple: Clean. Simple. Confident.

All of your communications strongly support and position you as the go-to expert in your area of expertise or the way you wish to be perceived by your ideal customers.

Example: A budget travel company that publishes a weekly blog series about dreamy destinations to visit on a dime.

You have a list of 'on-brand' words or phrases that reflect the personality and values of your brand as well as a list of 'off-brand' words and phrases.

Example: MailChimp's Brand Voice:

- *Fun but not silly*
- *Confident but not cocky*
- *Smart but not stodgy*

Your website, blog posts, social media posts, videos, print collateral and advertising all share a common brand voice/personality.

You have a wide variety of strong testimonials from happy customers and they are advertised across your website, social media channels as well as your sales or marketing materials.

Module 4: CONSISTENCY

BRAND VISIBILITY

Your brand visibility is your strategy on how you're consistently getting noticed by your ideal customers and staying top of mind while bringing new opportunities (and leads) into your business. Think about brand visibility as the strategy to socialize your brand to both new and existing customers.

You know WHERE your ideal customers are, and you show up in those places where they can see and find you.

You have a marketing content calendar in place for this quarter. *Example: you know exactly what you're posting and when you're posting it for each week over the next three months. These efforts should be designed to support a larger business growth goal for that quarter.*

You post regularly on your social media channels of choice with a Call To Action (CTA).
Example: 'like', 'comment', 'read', 'share', 'sign-up', etc.

You have an email list that you are actively building and regularly emailing.
Example: Opt-in/lead magnet with funnel or newsletter

You have a plan to regularly show up at in-person events that you are either hosting, co-hosting, or speaking at that position you as the leading expert that you are.
Example: networking events, workshops, panels, speaking engagements, conferences etc.

You have a monthly marketing budget for ad spend, as well as travel costs for in-person events like conferences that take place in a different city, province or country.

Appear as a guest on podcasts or create and host your own podcast.

You have been recently featured in the media (*example: newspaper article, appearance on the news etc.*)

You have crafted a signature keynote talk that you present regularly.

You have developed a workshop or webinar that you present regularly.

You are regularly showing images of yourself, or your team throughout your social media feeds or stories. Remember, people want to buy from other people that they know, like and trust. When your customers can SEE YOU regularly you will become familiar to them adding that coveted trust factor.

You contact and engage existing customers with a personal touch
Example: Handwritten thank you or congratulation notes, email birthday greeting etc.

Your brand presence excites, delights, and entertains your customers regularly. You have a nice buzz around your brand often.

Module 5: CREATIVITY

Based on the brand quiz you completed in step #4, what are three of the biggest gaps that are happening in your current brand presence? How can you creatively problem solve these gaps?

BRAND GAP #1

SOLUTIONS

BRAND GAP #1

SOLUTIONS

BRAND GAP #1

SOLUTIONS

Revisit your **MISSION & VISION STATEMENT**. What can you do each quarter to enhance, improve or grow your brand toward the mission and vision statements that you have set out to achieve?

Q1 (Jan-Mar 2019) brand goal 1 _____

Q2 (Apr - June 2019) brand goal 2 _____

Q3 (Jul - Sept 2019) brand goal 3 _____

Q4 (Oct-Dec 2019) brand goal 4 _____

MY BIGGEST BRAND GOAL FOR 2019 _____