

The
CREATIVE BRIEF
BRAND IMAGE MASTERCLASS

Module 1 - Ideal Customer and Brand Clarity



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ARTICULATING YOUR BRAND

There are five W's you must get clear about when creating your brand. Whether you plan on DIY-ing your brand image (*unless you are a graphic designer, please hire a professional*). Don't go for the cheapest bidder go for one that will truly help you craft the essence and personality of a brand that you can be proud of.

The Five W's are:

1. WHY
2. WHO
3. WHAT
4. WHERE
5. WHEN

CRAFTING YOUR WHY (A.K.A. BRAND PURPOSE)

The "Why" of your brand has everything to do with having bigger reason (other than making money) for why your business exist. When you operate on a clearly defined WHY, you are able to rise above competition and offer a unique experience that high value clients are willing to pay for.

High value clients are constantly on the search for a high quality service backed up by a meaningful cause.

"STORY OF NICHE BRANDS I ENCOUNTERED IN ITALY"

To succeed you need first, to have a clear understanding of the business that you are in, not the products that you are offering. Clearly defining "why" you do what you do and "why" people need to have it is a key to successful branding.

Your job as a business owner and marketer is to have a cause. What are you trying to change in the world, in people's lives, in your community? Why should they join you on this journey?

If you are able to approach business and brand building this way, you have a better chance of building a community of loyal followers around your brand. Your first job in this program is to clarify "what business you are in and why."

A great brand image comes with clarity of purpose. Your brand purpose should identify what you believe has to change in your world or industry and how your brand will make this change possible.

Every visual tool, thereafter should represent the purpose of your brand. For examples of how iconic brands use the "Why Factor" to define their brand read this article: <https://medium.com/@HannaGFitz/the-why-factor-af2126d8e19c#.q4yipgpm>

Complete the forms to clearly state "Why" you are in business.

WHAT YOUR BRAND NAME

If you still don't have a name for your business, read this article for some ideas
<http://hannafitz.com/is-your-business-name-right-for-your-brand/>

MY BRAND PURPOSE

What purpose or cause is driving you to start this business and share your work with people? *(What are you trying to make right/better in the world or in your client's life through your products and services?)*

What pain are you trying to heal? What problem are you trying to resolve (or even desire you that you are trying to fulfill for your clients?)

What inspires you to wake up and go to work everyday and keeps you working on this business plan *(think outside of the financial motivators)?*

Taking into consideration what you have outlined above, in a simple, inspiring statement that is focused on your clients, write out your own brand purpose statement. Do not mention your products or business here, just focus only on the people you will serve.

IDEAL CLIENT

Now that you are clear on why you are in business, it's time to clarify your "WHO". Who is your ideal client and how you can best serve this group of people.

Having a very clear understanding of who you are serving in the market goes beyond a broad target audience definition. In a crowded marketplace, experience and connection is key; which creates the need for personalization, that means, speaking to one person.

Top marketers do not say "they" but "you". Instead of identifying just a group of customers, you need to go a step further, to identify one, two or even three specific people who represent your ideal client.

This is fundamental in building a tribe. Like that one person, there are several others who identify with this message and may have a similar problem. They must all feel like you personally understand them.

By doing this, you are better able to speak to your ideal customers in a voice and language they can identify with.

You understand their style, in fact your image represents their ideal state. Your brand embodies what moves them emotionally. Having a clear understanding of your audience and what type of visuals will make an impact with them using your website, blog and social media is essential.

What is more important is that you are authentic and true to your own personal style. That is what people will fall in love with; your authentic sense of style and approach to life.

Get this right and your customers will say to you *"you really understand me"*.

Many business owners skip this stage thinking the problem might be "not having good copy" but you will find that writing great copy will become easier for you, when you are clear about who you are serving and have a deep understanding of your ideal customers and their desires.

Use the following steps to get clear your ideal customers.

STEP 1: IDENTIFY YOUR IDEAL CLIENT

At this stage, you should have the broad description of your ideal customer. This will guide you in finding the right people to interview at STEP 2.

Create this broad description using: **DEMOGRAPHIC, SOCIOGRAPHIC, INCOME, GEOGRAPHIC, LIFESTYLE ETC.**

My ideal customer is (use broad segments e.g. Stay at home mom/ business owner/ health coach, professional woman, age 30- 55, in the United States.):

What is this person struggling with you are going to provide a solution for? (e.g. permanent weight loss):

Who will ultimately pay for the solution?

STEP 2: MAKE A LIST OF CUSTOMERS THAT MATCH THIS PROFILE

These can be people who have already bought from you, or someone who is buying from a competitor who represents your ideal client. Ensure that everyone on the list has been through the buying process of the products/services. The selected clients should represent your high value market(s).

They can give you meaningful insights from their experiences both positive and negative on what made them pay. The list does not have to be long (at least 10 people).

STEP 3: THE INTERVIEW/QUESTIONNAIRE

Prepare some questions to investigate what your ideal client's deep desires and pain points are. Think along the lines of *(you can also use the questions in the buyer persona template on the next page as a guide)*:

- 1) What keeps your ideal customer awake at night about the subject (your niche/product)?
- 2) What are his/her fears around the subject?
- 3) What does he/she desire to change or achieve?
- 4) What would represent the good life for your ideal client as it relates to this subject?

You can add more questions, in your interview/questionnaire with your ideal client so that you can gain deep and rich insights into their desires, pain and fears. The more you know the better you can address their needs through your brand.

Don't be afraid of this process if you feel like what you are selling is a luxury. Go deep into the desires of your ideal customer around the subject.

You may want to use a tool like Survey Monkey to create your questionnaire. Don't worry it's very easy to use even if you are not techie and it's free!

Here is the link to their video tutorial

<https://www.surveymonkey.com>

http://help.surveymonkey.com/articles/en_US/kb/Audience-Video-Tutorials

STEP 4: BUYER PERSONA

Once you have gathered information on your ideal client, it's time to put it all together in an easy to reference format that will guide your brand image development. Use the buyer persona template. You can also use a stockphoto of someone who represents your ideal client's lifestyle. The Buyer Persona Template will be useful as a guide for:

-  Your graphic designer during the process of designing your logo and collateral.
-  Developing copy for your website.
-  Product Development
-  Advertising

PLANNING YOUR QUESTIONS

Write down at least 10 insights you need to learn about your ideal customer's pain, shame, challenges and/or desires about the subject that your business will address.

BUYER PERSONA AVATAR

PERSONA NAME/TITLE: _____

PERSONA OVERVIEW (e.g. marital status, education, job title etc.)

DEMOGRAPHIC (Income, location, age)

IMAGE
HERE

LIFESTYLE

GOALS

VALUE FACTORS

KEY PAIN POINTS (Key challenge with the subject)

CHALLENGES (fears and frustrations around the subject)

REAL QUOTES? (What are they saying about their challenges?)

WHICH BRANDS IS HE/SHE ALREADY BUYING FROM?

WHAT WOULD BE THEIR DREAM SOLUTION?

WATERING HOLE (how to they learn about products/services you sell)

WHAT WILL YOUR CUSTOMER BE ABLE TO DO IF HE/SHE HAD THE SOLUTION?

WHAT WOULD MEAN "THE GOOD LIFE" FOR THE CUSTOMER ON THE SUBJECT?

WHAT (BRAND CAPABILITIES)

What makes you different? What are you trying to bring to the market that no other brand can provide currently? Some people get stuck on this part, because they can't see how they are different. But you have a unique combination of experiences and skills that create a fusion and recipe for differentiation in your market.

Make a list of 3-5 strengths or areas of expertise where you can best provide real solutions to your ideal customers.

What are you offering them in terms of products/services that is different? How can you now turn your skills into a product and service that these people will buy? *(Is it through consulting, coaching, self-study courses, blogging etc.)*

What is the new opportunity or lifestyle change that you are offering?

WHERE

How will you reach customers? Is your business primarily online through the Internet, in-person etc. Where are you planning to build your brand? There are so many ways to reach clients online:

- Website
- LinkedIn
- Twitter
- YouTube
- Facebook
- Pinterest
- Flickr
- Traditional Media
- Webinars

It is important to think about this, because you will need to create your brand image and collateral material to consistently brand what is called your customer touchpoints. Touchpoints are all the places/ways that your clients can encounter your brand.

Where will you reach your ideal clients? On what platforms?

WHEN

When are you looking to make your brand and products and services available to your clients?

HOMework SUGGESTIONS



Complete the worksheets and templates in this workbook.



Create your own questionnaire and send out to your list of ideal clients (*people with similar characteristics to the clients you want to serve*).

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Join the Facebook Group at this link: <https://www.facebook.com/groups/thecreativebrief/>

