

Style Your Brand
THE CREATIVE BRIEF

MODULE ONE

Ideal Customer and Brand Clarity



HANNA FITZ

TABLE OF CONTENTS

Introduction	1
Articulating Your Brand	3
The Five W's in Branding	3
Defining your WHY (Brand Purpose)	5
Defining Your WHO (Ideal Client)	7
Defining Your WHAT (Brand Capabilities)	13
Defining Your WHERE (Platforms/Visibility)	14
Defining Your WHEN (Implementation)	15
Reflections/Notes	16
Homework Suggestions/Resources	17

INTRODUCTION

Welcome to **The Creative Brief: Brand Image Masterclass**, designed to help you Style Your Brand, so that you can create a high-quality and professional brand image online.

This program is designed to help you articulate your essential qualities and your brand strategy, in order to perfect the look and feel of the image you desire to create, to attract your ideal clients.

While we will not cover brand strategy or identity, we will cover focus on the key areas you need right now to launch (or relaunch) your brand website and host your professional photo shoot with clarity and style.

If you have tried to create a stunning online presence in the past but couldn't seem to make it happen, this was likely because there were some key components of your brand that you had not clarified, making it difficult to articulate your vision to a designer.

Plus, the number of key elements you need to know can seem daunting: the feminine and masculine energy of shapes, what different fonts mean, the subconscious codes in colours, and so on. Choosing wisely will help you and your ideal clients better connect with your brand.

Before investing any money in the components of your brand image (*logo, website, photography, etc.*) it is imperative that you carefully consider all of these elements and write detailed creative briefs which will guide you and your design team on your vision.

The Creative Brief: Brand Image Masterclass will help you do this with a greater sense of confidence and clarity.

So what is a creative brief exactly? It is a document that outlines to designers the key elements of your brand, in terms of its personality the mood you want to convey, your overall vision, and of course, a precise description of your ideal clients.

This document will save you money because a well-defined creative brief will give a professional designer essential insight into your brand, with all of the relevant details in one place.

Creating a world-class brand image requires structure, clarity and a unified direction. A poorly written creative brief can leave you frustrated, wasting time and money on designs that are not up to scratch.

I have seen people go from designer to designer, being constantly disappointed with the results because they could not articulate their vision for their brand properly.

You don't have to be an expert to approach your branding like a pro. You do need the right tools, and that's where I am here to help. Let's get started on this beautiful creative journey.

Your brand image is a fusion between your authentic style and the desires of your ideal clients.
Hanna Fitz

ARTICULATING YOUR BRAND

Before we dive in, I want to ensure that you are very clear on some foundational aspects which influence your brand image preferences and decisions. Your brand image is a fusion between your authentic style and the desires of your ideal clients.

There are five W's you must get clear about when creating your brand image, whether you plan on doing it yourself or working with a designer. You have chosen this masterclass because it is tailored to entrepreneurs who have a desire to create a high-end brand image, so every detail you select for your image should reflect your aesthetic for that level of quality and professionalism.

A quick note, it is worthwhile to hire a designer. This is an area when looking for a bargain will not be in your best interest. You want to hire a professional whose aesthetic matches your brand personality and style.

So what are the five W's and why are they important?

The Five W's

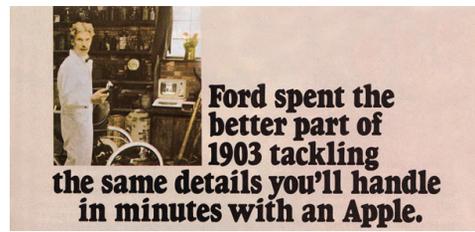


High-value clients are constantly on the search for a high-quality service backed up by a meaningful cause. We are now operating in what is called a **“transformation economy”**. There is a heightened consciousness and deeper desire to self-actualize. Meaning that your target clients’ buying decisions are driven more by emotional needs of living a more fulfilling life.

To connect more meaningfully with today’s consumers, you need to have a clear understanding of the business that you are in, not the products that you are selling. I once met a yacht skipper who was asked, what do you do for a living? Instead of the obvious response, he said, *“I am in the business of making people happy.”*

He understood his “Why”. Great brands know that like personal relationships, in order to attract customers the physical attributes of the brand must be appealing yet, when motivating customers to buy and stay loyal, these companies center their brand on something deeper: “PURPOSE”.

Take Apple for instance, their brand’s success is not only as a result of a great logo and catchy tagline, it is because of the company’s ability to communicate and deliver a definite purpose and great products. According to Steve Jobs, *“the MACINTOSH was designed for people who wanted to use a computer not learn how to use one. They called it “the computer for the rest of us”.*



Excerpt from Vintage Apple Commercial

Another brand that has stayed true to its purpose and offers a clearly differentiated product in the fashion industry is Donatella Versace’s Versus line. The brand clearly targets the rock and roll, sexy, young at heart crowd.

She does not just sell clothing, she is selling a movement, a kind of rebellion against the status quo of how people should look or dress. She offers her target audience a sense of individuality and access to place in the tribe. The brand is true to its message knowing that it isn’t for everyone.

As a business owner and marketer, you will connect more deeply with clients when you 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 brand building this way, you have a better chance of building a community of loyal followers around your brand. Your first step in this program is to clarify *“the 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 brand image tool, thereafter should incorporate elements of your brand purpose. You may have already done this or may be doing it for the first time, regardless of your starting point, this step will serve you in getting even more clear about your WHY.

DEFINING YOUR WHY (Brand Purpose)

Answer the following questions to clarify your brand purpose.

WHAT IS YOUR BRAND NAME?

If you still don't have a name for your business, download this free guide

What 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 or challenge are you trying to resolve that you believe isn't adequately being met by other providers in the market ?*

What inspires you to wake up and go to work everyday and keeps you working on this business *(Think outside of the financial motivators)? What is the deeper driving force?*

Ask 3-5 friends or family members to share, three words they would use to describe you. Make a list, paying special attention to any words that are repeated. A brand is more about how other people perceive it but you can influence this perception.

Comparing your responses on the previous page and the words others used to describe you, select three words that you believe best embody what your brand stands for. E.g. inspiring, fun, innovative. What you want to be known for?

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. Focus on the impact or change you want to make.

For example: Apple's purpose is driven by words like: 1) different, 2) innovative, 3) design. All reflecting Steve Job's, own personal attributes of being a misfit (*misunderstood*), innovator with an eye for design and style.

As for their purpose: "the MACINTOSH was designed for people who wanted to use a computer not learn how to use one. They called it "the computer for the rest of us". The brand has since evolved and has extended this purpose of "easy to use" to tech products for those who dare to be different.

What is your purpose statement?

DEFINING YOUR WHO (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? How can you best serve this target group?

Having a very clear understanding of who you are serving in the market goes beyond a broad target audience definition. In a crowded marketplace, great experiences and deep connections are key; creating the need for personalization.

This means that you are always speaking to one person in your *website copy, sales pages, social media, etc.* I should probably put this in bold to emphasize the importance of this point: **"SPEAK TO ONE PERSON"**.

Top marketers do not say "they". It is replaced by use "you". Instead of identifying a group of customers, you need to go a step further, to identify **ONE** person. Now, if you are targeting two different groups, e.g. new moms and moms to be, you will need to speak to one person in each of these groups. In other words, you will need to create two ideal client profiles (*Buyer Personas*).

This is fundamental to building a loyal 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 her needs, desires and challenges.

By doing this, you are better able to speak to your ideal customers in a voice and language they can identify with through your website design and marketing material. Can you see why we didn't just jump into creating a logo, website and photo shoot?

To speak to your ideal client, you need to understand what motivates and inspires him/her, what frustrates and tires her. You need to understand her style, **in fact your image should represents her ideal state.**

After all, she is attracted to working with you because you have either overcome her challenge or have the expertise she needs. Your brand must reflect that level of authority and expert positioning. It must represent everything she desires for her self.

Having a clear understanding of your ideal client and what type of visuals will make an impact with them emotionally is essential when you create your website, blog and social media is essential.

It is equally important that you are authentic and true to your own personal style. That is what people will fall in love with; your authentic perspective on life. Clients who work with me, choose to work with me because they love my brand, my personality, approach, expertise and style. Your clients will too.

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”**. You will find that writing great copy will become easier when you are clear about who you are serving and have a deep understanding of your ideal clients and their desires.

Use the following steps to get specific about your ideal client. Even if you already know the information, I still recommend you do this. A review of your ideal client at least once a year, keeps your message fresh and in sync with changing buyer behaviours.

STEP 1: IDENTIFY YOUR IDEAL CLIENT

At this stage, create a broad description of your ideal customer. I like to give her a name so that the profile comes alive even more. This profile can even be someone you worked with, for example, a favorite client.

Create this broad description using: **DEMOGRAPHIC details e.g. income level, lifestyle and habits, educational level, etc.**

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

What is this person's main challenge/desire which you are going to provide a solution for? (e.g. weight loss) You can also think about a favourite client you helped and why they came to you. Give as much details as you can. Sometimes it helps to think of yourself, if you have never worked with a client but had a similar challenge. What was that like for you before you found the solution and why did you choose a particular brand? What about their visuals appealed to you?

Who will ultimately pay for the solution? (There are situations where the user is not the buyer (e.g. brands targeting children or teens). You need to identify who is typically paying for the solution. You will need to create your brand image to appeal to that person as well.)

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

These can be people who have already bought from you, or purchased from a competitor, who represents your ideal client. Ensure that everyone on the list has been through the buying process of the products/services. This is very important as you will go into the mindset of people who have paid for this product/service. The selected interviewees will represent your high value market(s). Select no less than 5-10 people (the larger the number the better for observing trends and patterns).

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:

- 1) What are her fears/challenges around the subject?
- 2) What are her top three favorite brands whose style resonates with him/her?
- 3) What type of visuals best appeal to her? (*casual, glamorous, feminine, fun, etc.*)
- 4) What would represent a dream day for this client in terms of lifestyle (*a day at the spa, luxury hotel, in nature, Paris, etc.*)

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 and the type of visuals that will appeal to them. The more you know, the better you can address it through the design and copy on your website and photography.

You can also use the questions in the buyer persona template on the next page as a guide. Do not skip this important step, otherwise your website and other visuals may miss the mark, which for a brand can mean loss of clients and money. 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 tech savvy and it's free for up to 10 questions.

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 on the next page. 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

IDEAL CLIENT AVATAR (BUYER PERSONA)

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 THAT HE/SHE ABSOLUTELY LOVE?

WHAT TURNS HE/SHE OFF ABOUT A BRAND?

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

WHICH SOCIAL MEDIA DOES HE/SHE SPEND THE MOST TIME ON?

WHAT WOULD MEAN "THE GOOD LIFE" FOR THIS CLIENT ON YOUR AREA OF EXPERTISE?

PLANNING YOUR QUESTIONS

Write down at least 10 insights you need to learn about your ideal client that your business will address. Topics can include their: pain, shame, challenges and/or desires, personal style, lifestyle, visual preference, etc.

DEFINING YOUR WHAT (Brand Capabilities)

What makes you different? What products and services are you offering to the market that no other brand can provide in the same way? 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 to your ideal client in terms of products/services that is different? What are you selling to these ideal clients? (*Example: a health coach would for example offer: personalized vegan meal planning session, 3-month coaching program, etc.*)

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

DEFINING YOUR WHERE (Platforms/Visibility)

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

E.g. Website, LinkedIn, Twitter, YouTube, Facebook, Pinterest, Traditional Media, Webinars, Networking Events.

These are called touchpoints (*all the places and ways that your clients can encounter your brand*). It is important that you clearly define how you plan to interact and reach prospects, as it will inform your design decisions.

Where do you plan to have a presence your brand so you can be seen by your ideal client? (*Remember, it is not important that you are everywhere, rather be "everywhere that matters" to your ideal client*).

What is your primary reason and goal for selecting each of these platforms? *How do you want to be perceived by your ideal client through your visuals for each one?*

DEFINING YOUR WHEN (Implementation)

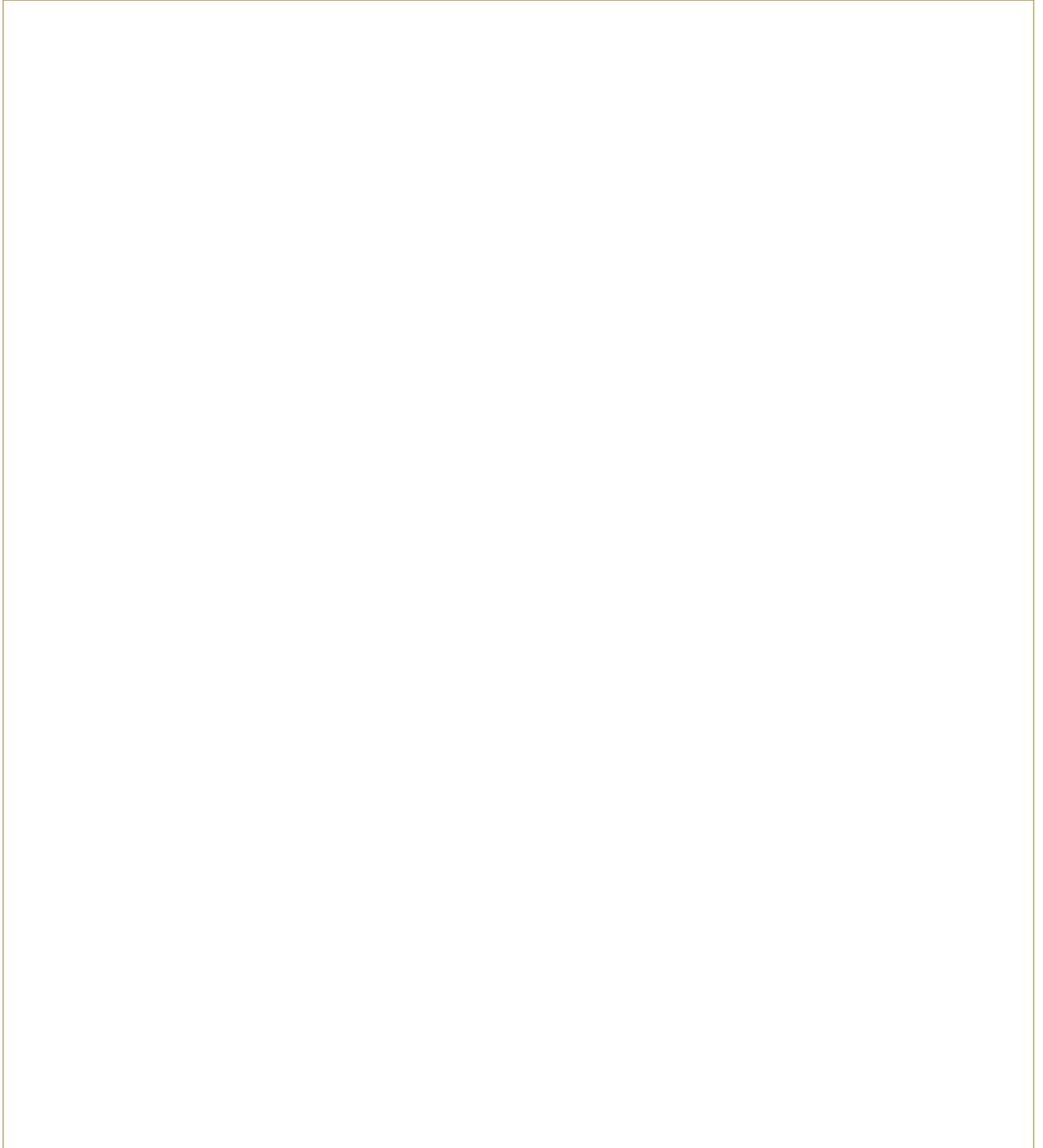
Setting a timeline for the execution of your brand image is key to ensuring you follow through. I have seen so many people with great offers and a COMING SOON page that stays up for way too long. When a prospect becomes interested in you and your work, they will want to visit your website.

Your website needs to be your 24 hour sales tool that generates new leads to your business and sends the right message about your brand.

Make a commitment and set a timeline for both completing this course and following through with a stunning brand image. If you follow this program, I know you will create a website and visuals that are amazing, so please email us at info@hannafitz.com to show us your final brand image!

When are you planning to launch your new brand image into the market?

REFLECTIONS/NOTES



HOMWORK 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*).

JOIN OUR COMMUNITY

<https://www.facebook.com/hannagfitz>

ADDITIONAL RESOURCES

Read my article on naming your brand: <http://hannafitz.com/is-your-business-name-right-for-your-brand/>

