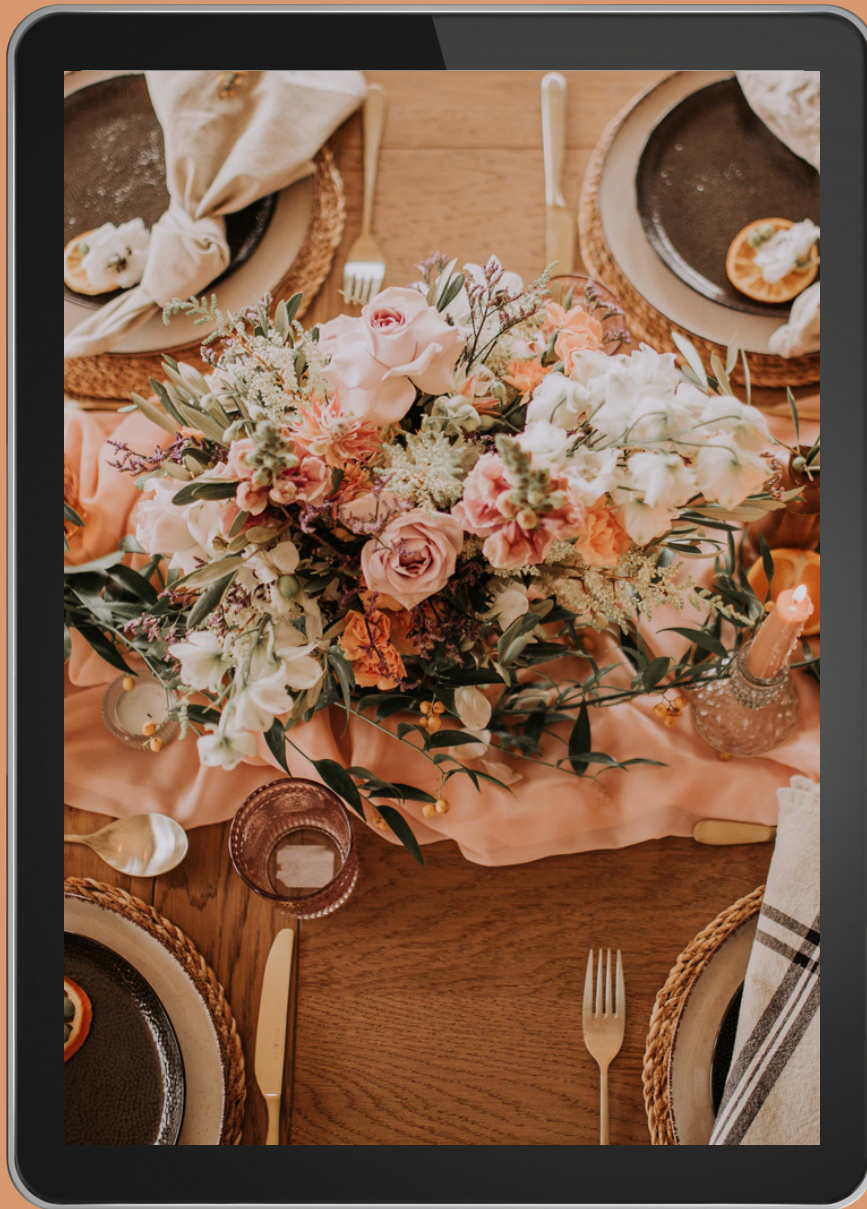


MODULE ONE WORKBOOK

Understanding your brand



Bluebird Creative

Welcome

This weeks workbook goes along with the work you have done in the live session this week.

Please ensure if you didn't catch the live, that you watch the play back before continuing with this workbook.

We are going to dig deep into ideal client and brand identity in this book.

This is is the biggest piece of 'homework' in the course, but also THE MOST important!

So please please, don't skip this step .

Lauren x

Content

04

NOTES FROM THE LIVE SESSION

Use this section to put down your notes from the session and any points you want to refer back to.

05

IDEAL CLIENT

Who are they really?

07

BRAND IDENTITY

Lets talk brand values and voice

08

THE BP5

Brand Pillars. Let's dive in!

IDEAL CLIENT

The Basics

Age

Location / Based?

What is their income level?

Occupation?

What is their problem / Why do they need you?

What is their motivation?

What is their problem or fear?

Let's get to know them

What are their hobbies

Where do they shop?

What's their style?

Where/how do they socialise?

Personality type/ Traits?

Brand Identity

Now that we have our ideal client we need to really distinguish who it is we are as a brand. These two go hand in hand and need to fit together nicely.

The first step is to decide on our brand values.

Now in the live session, i asked you to think of 3-4 words that describe you as a brand. Not the what, but the who.

These are your brand values. I now want you to go back to those and really decide if those words are correct. These words will constantly evolve and change over time and as your brand grows. But it is important that we have these aligned now.

BRAND VALUES

What is important to you as a brand?

Are you sustainable?

Empowering?

Stylish?

Outdoorsy?

Entertaining?

Local?

Fresh?

Energetic

Positive?

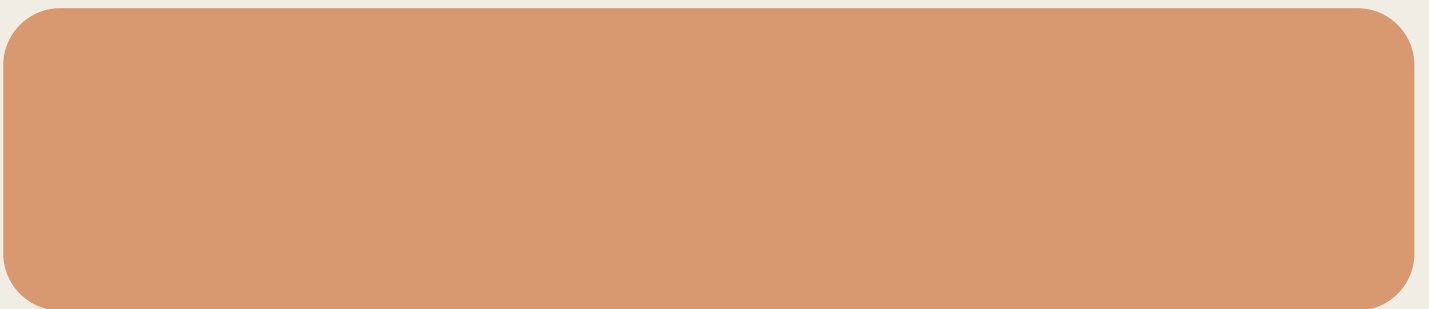
Is there a personality trait that is important?

Extroverted?

Introverted?

ADHD?

MY BRAND VALUES

A large, solid orange rounded rectangular box, intended for writing the first brand value.A large, solid orange rounded rectangular box, intended for writing the second brand value.A large, solid orange rounded rectangular box, intended for writing the third brand value.A large, solid orange rounded rectangular box, intended for writing the fourth brand value.

MY BP5

Use this page to confirm your BP5.

I suggest 2 that relate to what you do and 3 that connect to your brand values and brand personality.

le: If you were wedding photographer:

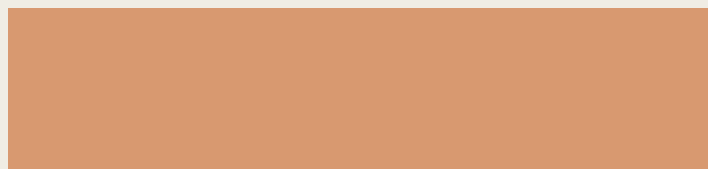
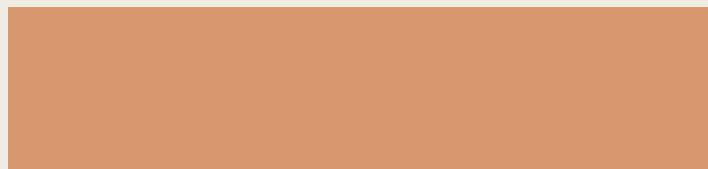
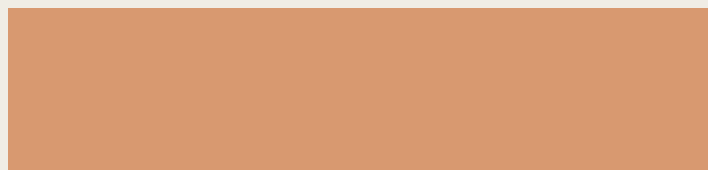
Wedding know-how

Outdoorsy

Mental well-being

Your services

Tea





Well Done!

If you've got to here with a completed workbook, you are definitely going to be levelling up!

Please make sure you have this work completed before module 4, where we use your brand pillars to create your strategy.