MODULE ONE WORKBOOK

Understanding your brand



Bluebird Creative

Me Come

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.



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

08THE BP5

Brand Pillars. Let's dive in!

my notes

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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?

IDEAL CLIENT

In this section i want you to start building your ideal client in more depth. Start noting together how they go about their every day life.

A fantastic way to really build on this is to create a day or week in the life of your ideal client. Name them, tell us their job, how they go about their every day life and how they spend their weekends. No longer than an A4 page. But really build on their character. How they interact with friends and what they like and dislike. Use this to refer back to whenever you are creating content and check your marketing and products always refer back to this person.

love to see these, so please feel free to ser	nd me a pdf of this work for accountabilit



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?

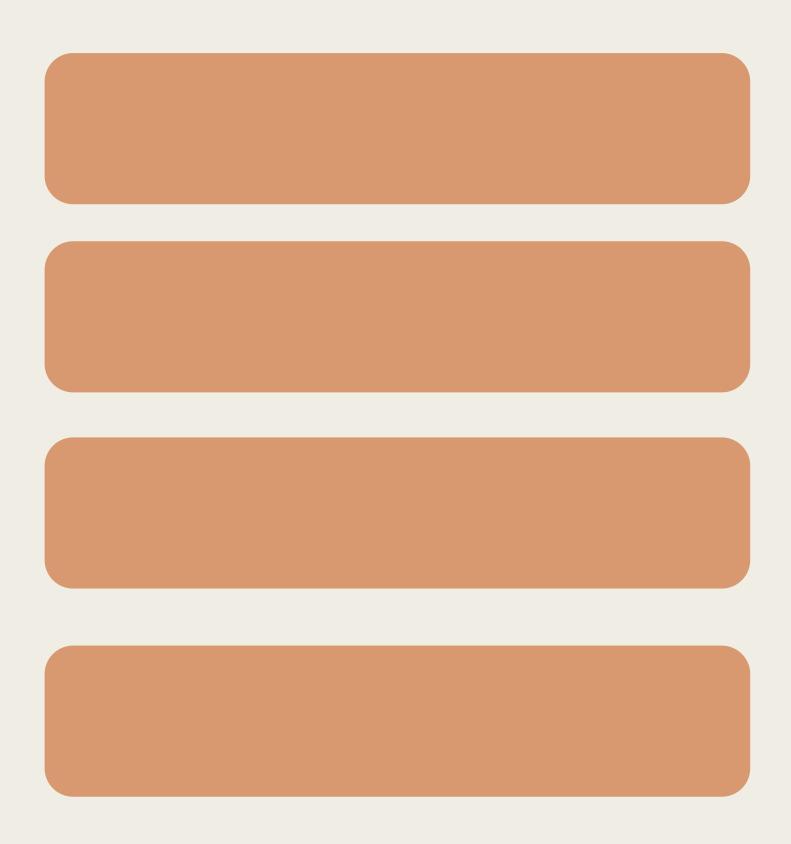
Is there a personality trait that is important?

Extroverted?

Introverted?

ADHD?

MY BRAND VALUES





Time to decide on your 5 brand pillars for your brand.

Now as you start to think of your categories, I want you to know they can evolve, change, and be fluid, but the main reason they work is that it helps prompt a post on days you aren't creative, it pushes you to share things beyond what you sell, and it allows you to create connections beyond what you do.

If you or your business were to have an editorial magazine, what categories would your ideal clients want to read about?

Use this space to think about different categories that reflect your brand and you, before whittling down your final 5.

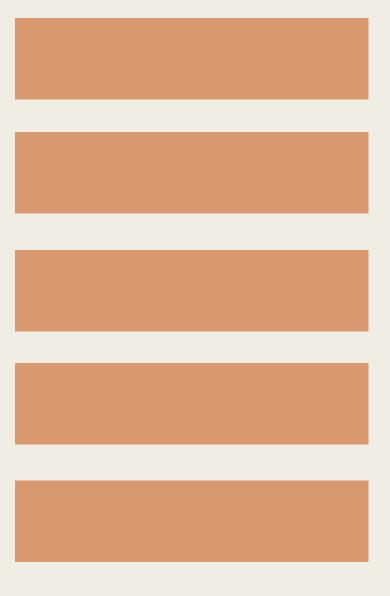
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MY BP5

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.