

Developing Your Unique Brand & Product Range

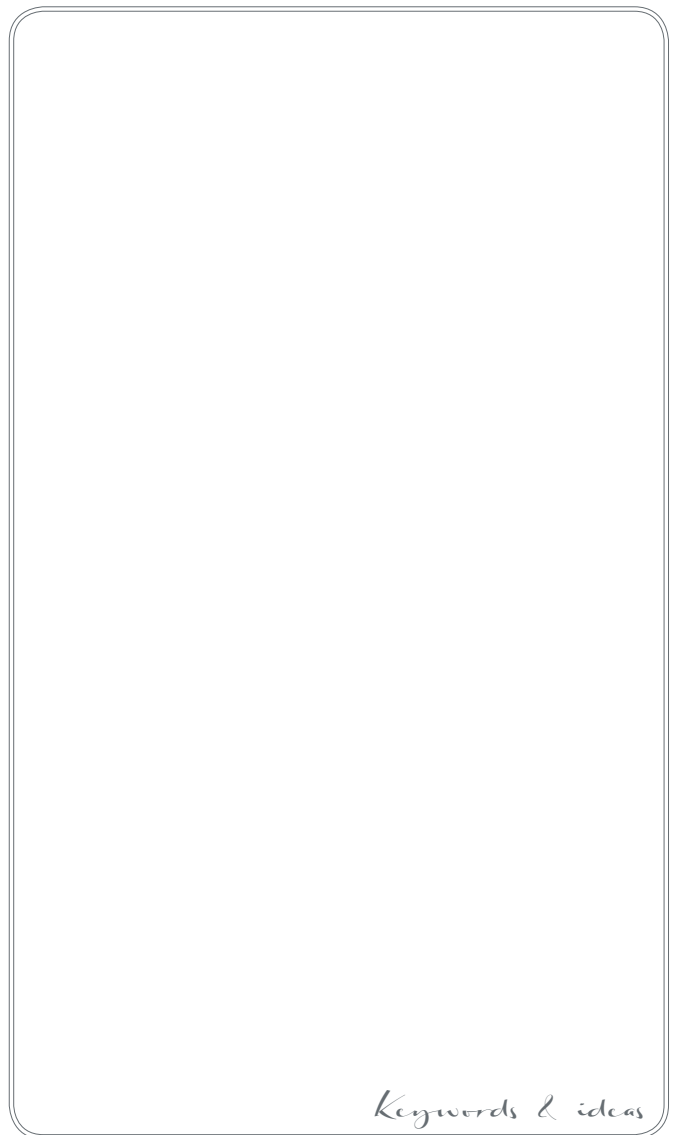
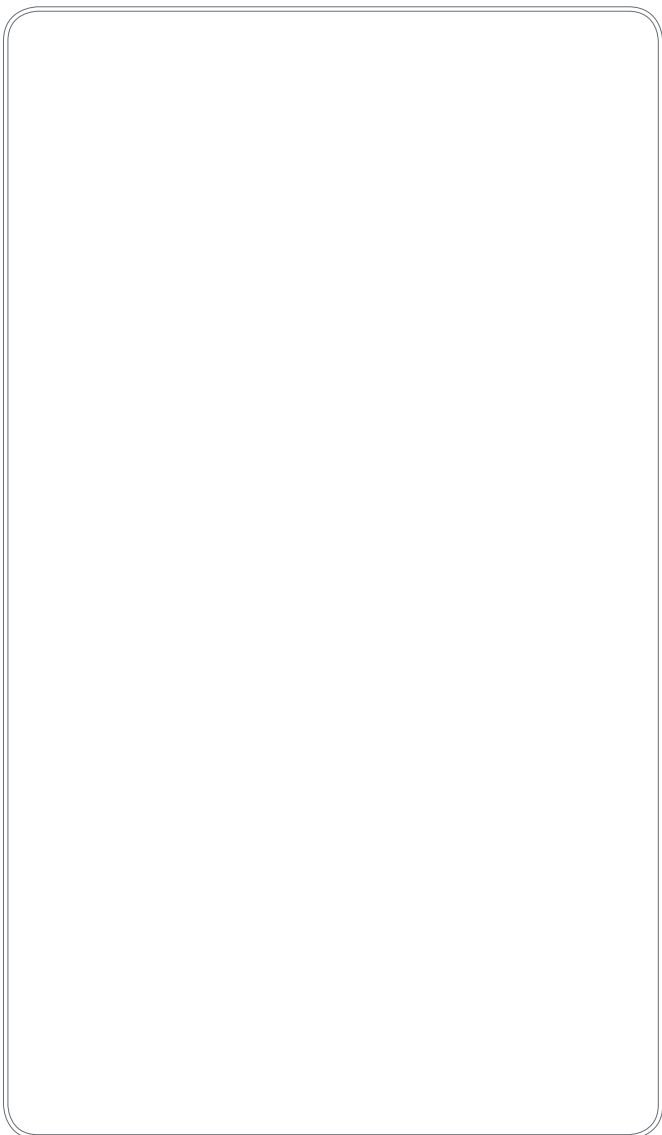
Review, Grow & Scale Your Business

week three



Keyword Exercise

- How do you want people to feel when they come to your brand?
 - Tap into the emotional drivers of what pushes you and your business forward.
- What is unique about you, your skills, products or processes?
- What are you good at and enjoy?
 - Ask family and friends to describe your strengths.
- What words do you use for your business?
- What are your superpowers?
- What are your and your customers goals?
 - Now and in the future.



Keywords & ideas

List your final keywords here:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Brand Values

- What are your personal values?
- What does your brand stand for?
- What are you passionate about?
- What impact do you want to have on the world?

Notes on your brand values

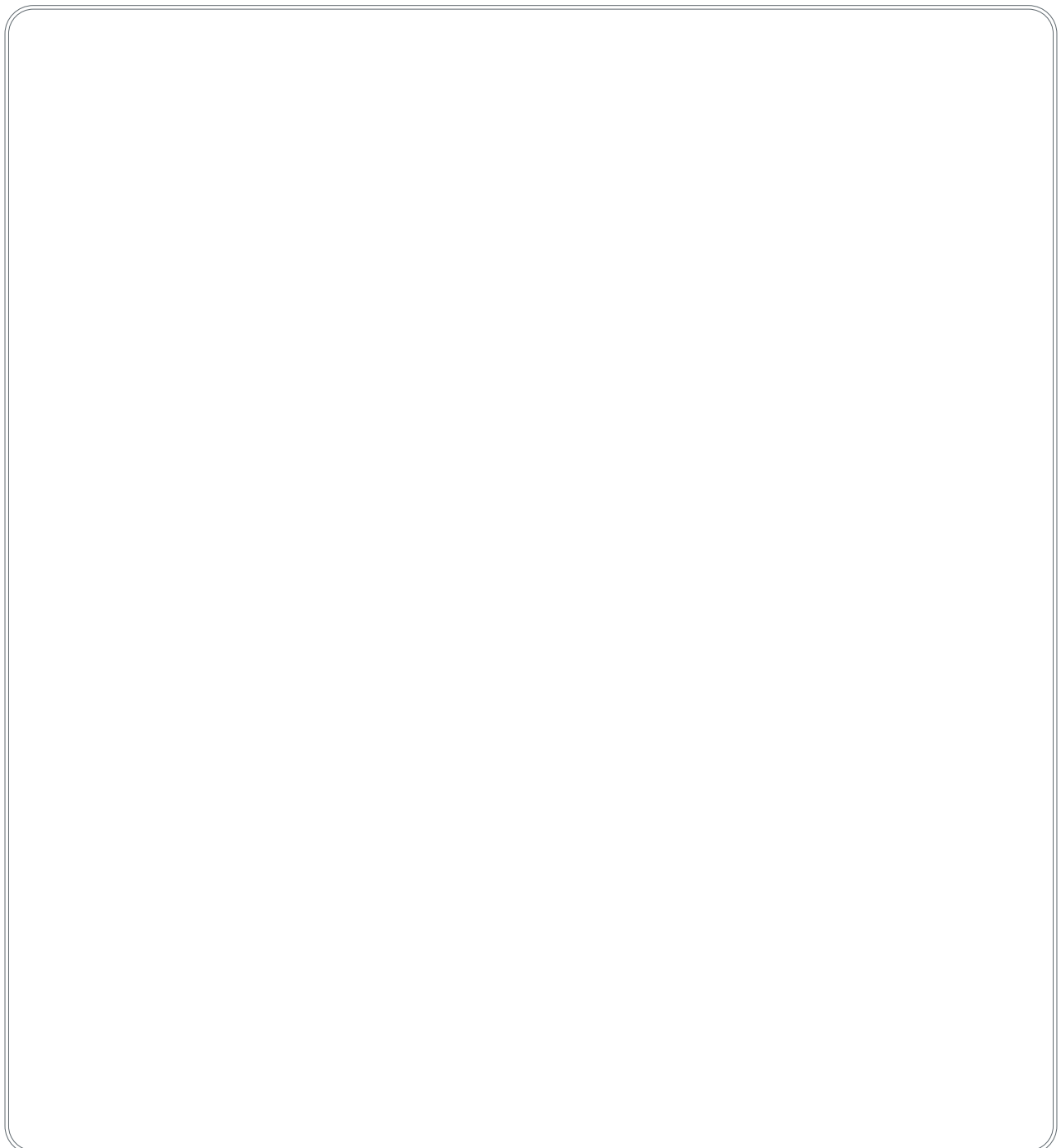
Create a few short sentences that sum up your brand values:

-
-
-
-

Your design style

Consider what your main design themes are and combine these with your brand USP's and values

- Brand colours and main design colours
 - Bright, muted, monochrome, dusky, pastel
- Overall design aesthetic
 - Romantic, minimalist, vintage, colourful, playful, modern, retro
- Processes to make your products
- Key materials
- Typography style
 - Serif, sans serif, handwritten, brush, script, bold, graphic



Your Purpose Statement

- My name is XXX and I am XXX
- People tell me I am XXX
- I create/help XXX
- Because XXX
- My vision is to XXX
- I am REALLY DAMN GOOD at what I do
- (or add your own affirmation!)

