



MESSAGING & MISSION STATEMENT

CAN YOU CLEARLY EXPRESS YOUR **MISSION STATEMENT** IN ONE SENTENCE WITH TWO COMMAS OR LESS? DEFINE, REFINE, AND DEFINE AGAIN AS NEEDED!

1. Cocktail Party Message: How do you respond to "so, what do you do?" when meeting new friends at a cocktail party?

– *share your message below*

2. Website Banner Message: What is the ONE thing you want people to know about you within the first 10 seconds of virtually meeting you?

– *share your message below*

3. Business Card Tagline: With only a small amount of space to work with, what memorable message should people take away from meeting you?

– *share your message below*



MESSAGING & MISSION STATEMENT

PRODUCT/SERVICES **POSITIONING STATEMENT:** THIS IS LIKE YOUR COMPANY MISSION STATEMENT, ONLY MORE SPECIFIC TO YOUR OFFERINGS.

HERE'S VOLVO'S AS AN EXAMPLE:

“For upscale American families, Volvo is the family automobile that offers maximum safety.”

1. Benefit of your product/service: Does it save your customers money? Does it help them increase ROI? Think about *how* exactly you're helping your target audience – share below

2. Three messages your brand needs to communicate: *Why* does your brand matter? These messages should be relevant to your target audience.

3. Value proposition: How do you solve your customers' problems? This should summarize *why* someone should *buy* your product or invest in your services.



VISION, VIBE & VOICE

IF YOUR BRAND LITERALLY HAD A VOICE, WHAT WOULD IT SOUND LIKE?
WHAT VERBIAGE WOULD IT USE? LET'S THINK ABOUT HOW WE CAN
CONVEY THAT DIGITALLY, AND THEN KEEP IT COHESIVE!

1. How would you describe your brand to a friend?
How would you describe its style?

2. What other brands would be its friends?
Where would your brand hang out?

3. What 3 colors come to mind when thinking about your brand?

4. What are 3 *adjectives* would be associated with your brand?

5. What actor/actress would be perfect to play your brand? Why?

6. What kind of car would your brand be?

7. What are 3 words or terms you *don't* want associated with your brand?

(Tip: this can be verbiage that doesn't align with you, and you never want used in your messaging, or even buzzwords you simply think are overrated – anything you want to stay away from!)

8. Let's say a customer has been using your product or service for at least six months, and they are singing your praises – but suddenly, that product or service is taken away – what do they *miss the most* about having you in their life?



DESIGN THAT SPEAKS TO YOUR SOUL

TELL US WHAT TYPE OF DESIGN YOU'RE MOST DRAWN TO WHEN IT COMES TO ENVISIONING YOUR BRAND - CIRCLE THE FONTS THAT SPEAK TO YOU!

Poppins

Poppins Light

LEMON MILK

BEBAS NEUE

Montserrat

Glacial Indif.

Bodoni

Black Diamond

Nocturnal

Hussar

PRISMA

POPPINS UPPER

POPPINS LIGHT UPPER

BEBAS NEUE BOLD

MONTSERRAT UPPER

GLACIAL INDIF. UPPER

Bodoni

HUSSAR UPPER

Glacial Indif.

BODONI



WHAT INSPIRES YOU?

PLEASE USE THE SPACE BELOW TO NOTE ANY BRANDS, BUSINESSES OR BLOGS THAT INSPIRE YOU - IN TERMS OF TELLING THEIR STORY ONLINE, WHO DO YOU ADMIRE?

Brands you love, with insta name if you have it:

Blogs or sites with awesome logo and design elements: