

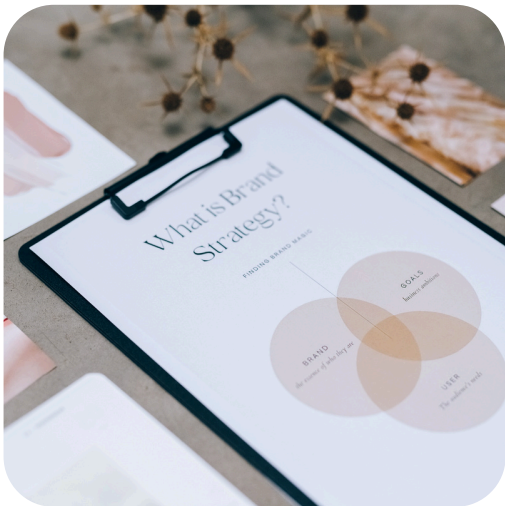
CLIENT BRANDING PLAYBOOK



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WELCOME



Defining your brand is one of the most important assets in business.

Your brand becomes your identity, establishes authority and manifests reputation and visibility.

Think of your brand as who your company is on the inside and how the world sees you, while your events and marketing strategy are what you wish do with it.

Good luck!



Three primary components shape a brand's structure: *substance, position, and expression*. Each element explores what ignites your passion for your brand, how to draw in your audience magnetically and how you desire to be perceived.

SUBSTANCE

001
your "why?"

POSITION

002
you vs. the world

EXPRESSION

003
appearance & aesthetic

BRANDING



BRAND COMPONENTS

Defining your company's brand components – your substance, position and expression – is crucial for brand clarification, distinction, and appearance. It's important to think about how this relates to your reputation and visibility.

Each component is made of 3-4 elements that you will define in context to your company to help build a recognizable brand. You will find each element broken down as you go.

Questions to help outline your brand's substance, position and expression are at the end of the playbook!



01

SUBSTANCE

1. Purpose
2. Vision
3. Mission
4. Values



02

POSITION

1. Audience
2. Competitors
3. Differentiation



03

EXPRESSION

1. Brand Expression
2. Messaging
3. Visual Identity



SUBSTANCE

What is it?

01

Your brand's **substance** determines your "Why?"

Why find your substance?

- To determine your purpose, vision, mission and values
- To align your present and future goals
- To determine how you are perceived from a business standpoint

Find your substance by defining your **purpose, vision, mission and values.**

Purpose

Your purpose = brand's "Why?"

- The reason your brand exists
 - Why are you doing this for YOU?
 - What about this gets you out of bed in the morning?
 - Why are you doing this for OTHERS?
 - What makes you successful

02

Vision

Your 2 to 10 year horizon of your *future*

- Determines where you aspire to go and to be
- Acts as your end destination
- What your audience will see, hear and feel

03

Mission

What you are working for now

- What you are committed to doing everyday for your audience that achieves your vision
- Trustworthy brands consistently follow through on their mission

04

Values

Your business beliefs and motivators that drive you

- Answers the question of "How do we want to be perceived in the way we do business?"
- Values come across in the way you behave - embody them



POSITION

What is it?

Your **position** is where your brand is going to sit in the market versus your competitors

Why position yourself?

- To determine your target audience and competition
- To determine how to differentiate from the other competition
- To have thoughtful, directed impact on your audience

Positioning is what separates you from the busy market noise of your industry, and it's what makes YOU memorable and keeps people coming back

Find your brand's position by defining your **audience**, **competitors** and your **differentiation**.

01

Audience

The people you are trying to sell to - *cannot be everyone*

- People that value your cause the most
- People with the greatest impact on the success of your business - aka target audience (TA)

02

Competitors

Who and what your brand/events may be compared to

- Defining competition gives data on who is already selling to your TA, what they do well, and where their weakness are
- **Their weaknesses = your strengths**

03

Differentiation

What sets you apart or makes you different from your competition

- Your unique selling point
- The reason your audience chooses you over the others



EXPRESSION

What is it?

Your brand's **expression** is what works to magnetically attract, warms and converts prospective audiences to your dream audience, i.e., the people you want at your events

Why develop your expression?

- To define a recognizable identity, personality and tone of voice
 - Your brand's personality remains constant while the aesthetic/vibe of your events may change
- To publicly convey who you are, connect with like-minded people and be recognizable on marketing materials

Find your brand's expression by defining your **brand expression, messaging and visual identity**.

01

Brand Expression

Your brand's outward personality & tone of voice

- The impression/vibe you give off
- Determine your brand's dominant characteristics to see what audiences are attracted to those traits
- Use personality archetypes

02

Messaging

What you say to your audience

- Conveys a cohesive tone that aligns with your expression
- Conveys why they should buy from you
- Best conveyed through bite-sized bits to hook & build trust
 - Nothing lengthy

03

Visual Identity

Your visual first impression

- Includes logos, name, etc.
- Communicates your brand's visual look and aesthetic
- Strive for an impactful, magnetic identity to attract your ideal client



BRANDING

Putting It All Together

Following a brief introduction to the components of branding, find questions below to explore all facets of how to determine your brand's substance, position and expression.

01 Substance

- Why does your brand exist?
- **Your Why:**
 - What about this venture gets you out of bed in the morning?
 - What about it will keep you going when you run into challenges?
- **The Why For Others:**
 - Why are you doing this for other people?
 - What will make you successful in this area?
- In 1, 2, 5, 10 years where do you aspire to go/to be with this venture?
- What are you committed to doing for your audience everyday that will help you get to your vision?
- How do you want to be perceived in the way you do business?
- How do you want your brand to behave?



BRANDING

Putting It Together - Positioning

02 Position

- Where do you want your company to sit in the market?
- What about what you are doing/hope to do will make you memorable?
- What about you will make you stand out?
- What kind of impact are you hoping to make?
- How do you want to establish/maintain relevance?
- Who are you trying to attract to your events?
 - Who is your ideal event goer? Get to know everything about what your ideal audience would be - you can create a persona for this to help
 - What are the challenges you might face when trying to attract them to your event? What would their wants/dreams be for your events? Embody who you want at your events - detail this and see where it goes
 - What does their life look like before/after/ you?
 - How do they want to hear from you again?
- Who are your competitors? (Focus in NY but include competitors in other places; look at their business models, marketing, etc.)
- What separates you from your competitors?
- What do your competitors do well? Who are their audiences? What kind of people went? What feedback have they gotten? What are their strengths/weaknesses?
- Why would your audience choose you over your competitors or going to other events that night?

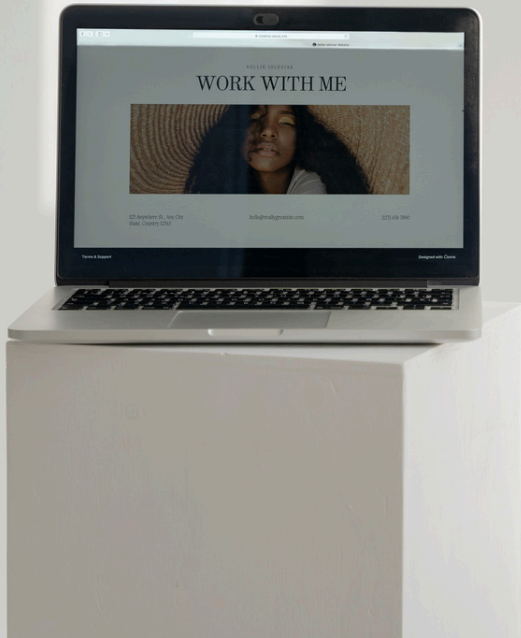


BRANDING

Putting It Together - Expression

03 Expression

- What is the overall vibe you want to convey to your event goers?
- What would your elevator pitch be for your company?
- What about you is your audience attracted to? What keeps them coming back?
- Why should someone attend your events?
- How do you want to communicate your value to your audience - like how can you convince your ideal event goer to come to your event?
- What first impression do you want to give off?
- Who are other companies or event types that you look up to and want to be like/not be like? Why? Why not?
- What events have you been to that are similar to the ones you want to host? What attracted you to them? What worked?
- What impact do you hope to have on your audience, in your industry and for yourselves as people?
- What is your company's name? Ex; Ladybug Social House, etc,
- Do you want a logo suite? (A collection of logos that come from your name/brand that may show up on tickets, posters, business cards, socials, etc.)
- Do you want a website, social media account, etc?
- How will people find you outside of your events?



NEXT STEPS



Defining your brand is a fun and creative process that gets you thinking about why you do what you do and who you are doing it for.

While it is robust and detailed process, establishing your branding checks many of your marketing to-do's off your list - like defining your target audience and marketing strategy - just by answering some curious questions.

Can't wait to see what you find!
