



# Branding, Awareness, And Sales – How To Do Each.

Learn How To Leverage Your Brand In Order To Grow  
Brand Awareness And Sales For Your Company.



BRAND BEGINNINGS

# Starting Your Brand Journey

**1.**

## **Identifying YOU**

Who are you in your own brand?  
Who is your brand?

**2.**

## **Brand Mission**

Define mission, vision, and values  
Case Study

**3.**

## **Your Audience**

Who is your target audience?

**4.**

## **Social Media + Your Audience**

Where can your audience find you?

**5.**

## **Brand Identity**

Vocabulary words that fit.

**6.**

## **Goals That Equal Success**

What are your goals and objectives?  
What do your keys to success look like?



# Identifying YOU

Who are you in your own brand?  
Who is your brand?

# Who Are You In Your Brand?

You are your own secret weapon. Now let's look at what the quality of the "you" factor is in your brand.

1. Describe your personality in a couple sentences.



2. What are you naturally good at?



3. What do you enjoy doing with what you were trained in?



4. Where do you find the most joy when it comes to helping others?





# Who Is Your Brand?

Now that we've identified the "YOU", how does that factor into your brand's experience?

1. What was your motivation in starting your business?

2. What is your brand's mission statement?

3. Where do you hope to see your business in the next 5 years?

4. Describe your company in one word. Why?

5. If your brand was a person, how would you describe their personality?

6. What is your business's culture like?

A top-down view of a workspace. In the top left, a portion of a silver laptop is visible, showing the keyboard with keys like 'U', 'I', 'O', 'P', 'H', 'J', 'K', 'L', 'N', 'M', and function keys. To its right is a white ceramic cup of coffee on a matching saucer. Below the laptop is a blue spiral-bound notebook. To the right of the notebook is a white smartphone with a black screen. A silver pen lies diagonally across the bottom left. The background is a light gray surface with a repeating pattern of small, stylized leaf or heart shapes.

# Brand Mission

Defining your mission, vision, and values.

Short case study.

# Define Your Vision, Mission, and Values.

Take a moment and with your brand in mind; what is your vision, mission, and values statements?

## Vision

*What guides and inspires your mission and business goals?*



## Mission

*What are the actionable steps to achieve your brand's vision?*



## Values

*What does your brand believe in, your moral compass?*



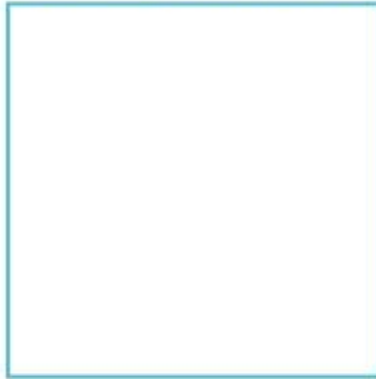
# Case Study: Your Brand

Your Business Name: \_\_\_\_\_ Website: \_\_\_\_\_

**Brand Vision**



**Brand Mission**



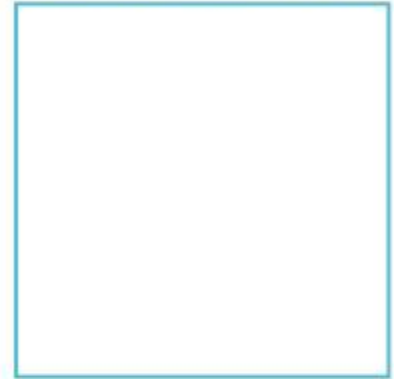
**Brand Quote**



**Brand Goals**



**Brand Values**



What are your brand's -

**Strengths**



**Weaknesses**



**Opportunities**



**Threats**







# Your Audience

Who is your target audience?



# Who Is Your Target Audience?

1. Who is your target client?

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2. What types of customers do you currently work with?

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3. What are your main forms of marketing and advertising?

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4. How do most people find out about your business?

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5. What emotions do customers feel towards your brand?

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# Social Media + Your Audience

Where can your audience  
find you?

# Social Media Platforms + Goals

Not all platforms are perfect for every business, but which ones does your business show up on?

Where would you want your business to show up?

**PINTEREST:** What are your goals? What are you trying to achieve through this platform?

**FACEBOOK:** What are your goals? What are you trying to achieve through this platform?

**TIKTOK:** What are your goals? What are you trying to achieve through this platform?

**INSTAGRAM:** What are your goals? What are you trying to achieve through this platform?

**TWITTER:** What are your goals? What are you trying to achieve through this platform?

**LINKEDIN:** What are your goals? What are you trying to achieve through this platform?





# Brand Identity

Vocabulary words that fit.



# Brand Identity

Define your brand's goals. Identify your brand's tone and mood adjectives.  
Circle what best speaks to the personality of your brand.

INTELLIGENT

LOYAL

ATTRACTIVE

DOWN TO EARTH

GOOFY

CREATIVE

STRONG

NURTURING

MOTIVATED

FUN

HONEST

SERIOUS

INDEPENDENT

TRUSTING

BRAVE

ORGANIZED

MATURE

INNOVATIVE

BALANCED

NEUTRAL

ORGANIC

RETRO

EXCITING

ADVENTUROUS

QUIET

MOTHERLY

FATHERLY

FRIENDLY

EDUCATIONAL

INSPIRATIONAL

STABLE

CAPABLE

GIVING

WITTY

WISE

EXPERIENCED

TASTEFUL

EDGY

NEAT

GENTLE

HUMOROUS

SOCIAL

PRACTICAL

LOUD

REFRESHING

ARTISTIC

YOUTHFUL

TASTY

MEMORABLE

THOUGHT  
PROVOKING

INTRIGUING

CRAZY

DELICIOUS

SMOOTH

WHIMSICAL

PLAYFUL





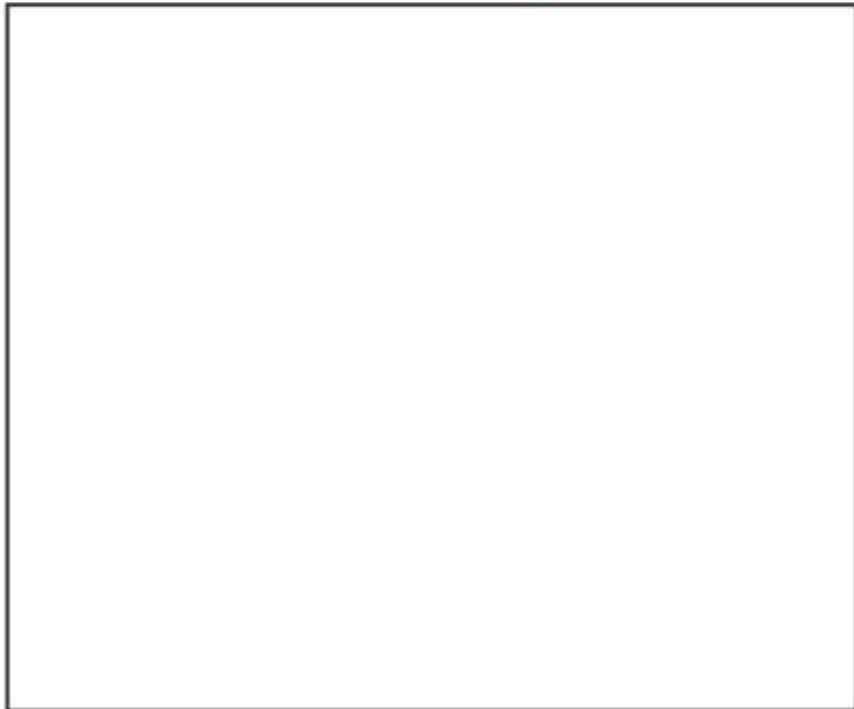
# Goals That Equal Success

What are your goals and objectives?  
What do your keys to success look like?

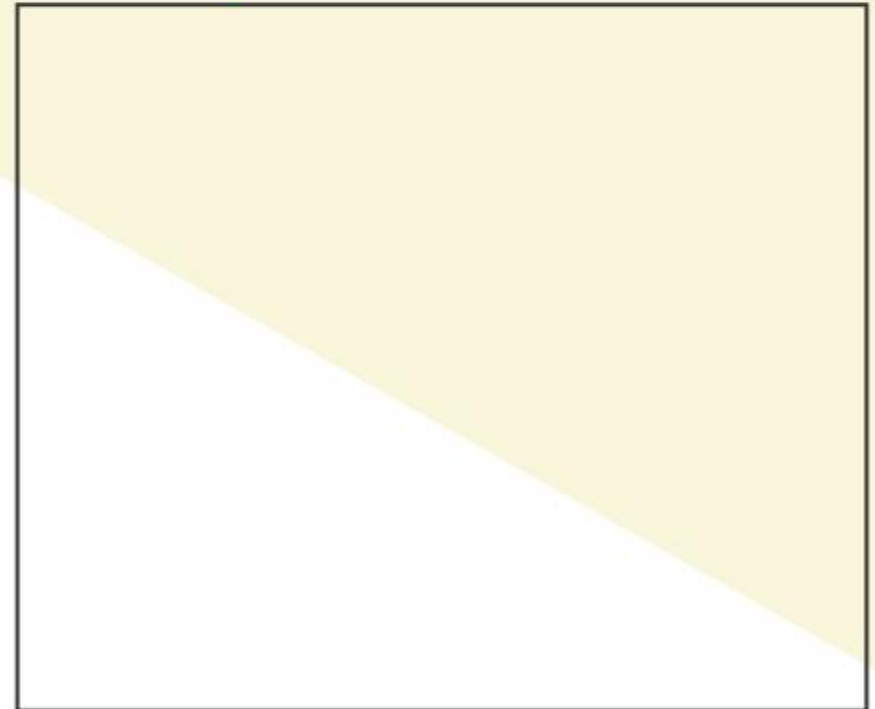
# Brand + Business + Goals = Success

What goals and objectives do you have for your business?  
What are the keys to success?

## Goals + Objectives

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## Keys To Success

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**Your brand is what other people say  
about you when you're not in the room.**

**- Jeff Bezos**

**Thank you.**

