

# THE BUILDING BLOCKS TO *Create* A BRAND THAT Resonates

## YOUR BRAND

**WHAT IT IS:** A brand is *not* what you say it is it's what *they* say it is. A brand is a response - it is a person's gut feeling about a product, service or company. When many people arrive at the same gut feeling then a company can be said to have a brand.

**WHY IT MATTERS:** Creating a strong brand builds trust, inspires loyalty and creates a strong sense of community through identity and reputation.

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## YOUR VALUES

**WHAT IT IS:** Strong brands are built on an authentic set of core values that can not only be promised but delivered. Values are timeless guideposts that will hold true regardless of success or struggle and they will guide the business behavior and decisions as it grows.

**WHY IT MATTERS:** These core values will be the shared experience between you and your customer creating a deeper sense of community, loyalty and overall brand experience.

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## YOUR PURPOSE OR YOUR WHY

**WHAT IT IS:** Your purpose is the mindset and conscience of your brand, usually rooted in the inspiration for starting your business. A clear purpose describes the change you want to see in the world and the role your brand plays in achieving that change.

**WHY IT MATTERS:** A clear, mindful purpose lays out an inspiring intention that separates one brand from the other brands around it.

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## YOUR STORY

**WHAT IT IS:** Your story answers the question "Why does your brand exist?" It shows your customers that you relate to them, you understand them and that you are like them. It shares the value of the products and services you have created and the problems they will solve.

**WHY IT MATTERS:** A compelling brand story gives your audience a way to trust and connect with you and to view your business as a living, breathing entity run by real people offering real value.

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## YOUR WHO

**WHAT IT IS:** Your who is narrowly defined group of people who are your ideal customer or audience. They are the people served best by what you offer, will share your core values and will feel inspired by the purpose of your business.

**WHY IT MATTERS:** Knowing your who will help you create and deliver better products and services and craft a clear, focused message that truly resonates.

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## YOUR BRAND VOICE

**WHAT IT IS:** Voice is not what you say but how you say it. Whether funny or formal, your brand voice is based on the message you want to share with the world and consistently embodies the brand's personality, values and way of thinking.

**WHY IT MATTERS:** A distinctive brand voice will make you stand out by creating an influential, emotional connection that builds trust and relationships.

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