



# Accelerate Your Brand. Branding Workbook

## STEP-BY-STEP CANVA TEMPLATE

Plan and organize your branding process.



Add Your Brand Name Here

GOAL LAUNCH DATE

DD/MM/YY

01

Brand Fundamentals

02

Brand Strategy

03

Brand Assets

04

Brand Content



YES  
YOU  
CAN

# Getting Started

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Accelerate your brand right from the start. This workbook is designed to assist you in building your business and will bring help you to see your brand, and how it will resonate with your customers, and define your vision.

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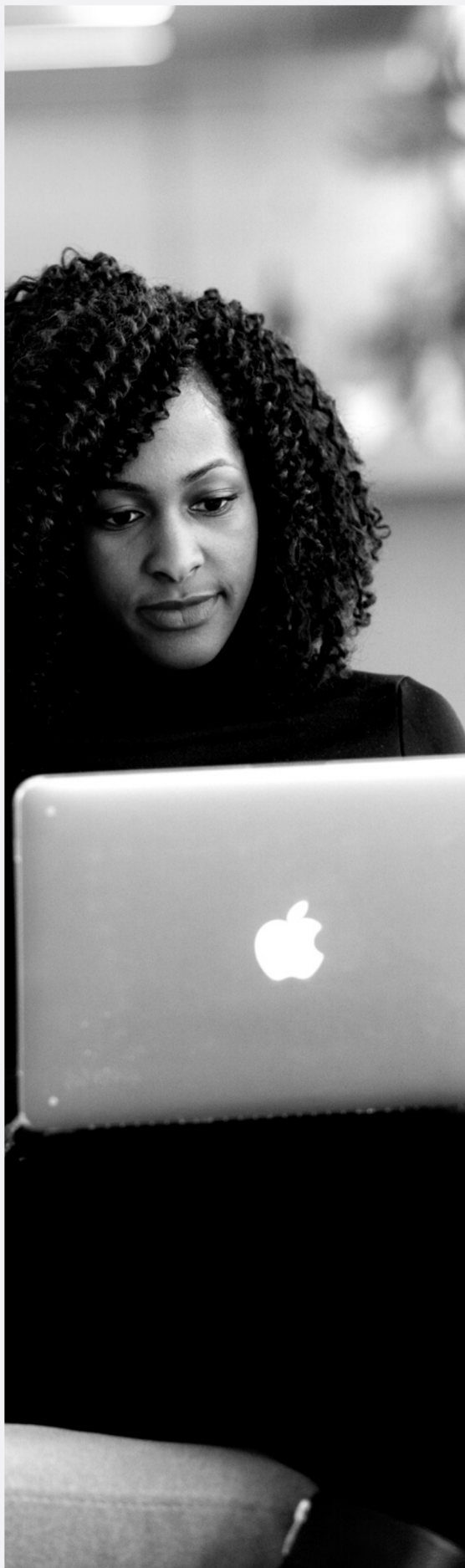


# Brand Fundamentals



THIS WORKBOOK IS DESIGNED TO ASSIST YOU IN REFINING YOUR BRAND AND COMPLETING YOUR VISION. AT ANY TIME, YOU CAN GO BACK AND REVIEW OUR BRANDING GUIDELINE TO FURTHER ASSIST YOU OR JOIN US FOR OUR LIVE BRANDING CLASSES!

Brand Vision	05
Brand Personality	07
Brand Balance	08
Brand Boundaries	09
Brand Values	10
Brand Keywords	11
Brand Services	12



# 01. *Brand Vision* Write your mission statement.

Identifying why you serve your audience every day is going to help you stay on track in your business. Do some business soul-searching and figure out what the core mission of your business is. A clear mission will keep you going.

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# Mission Statement

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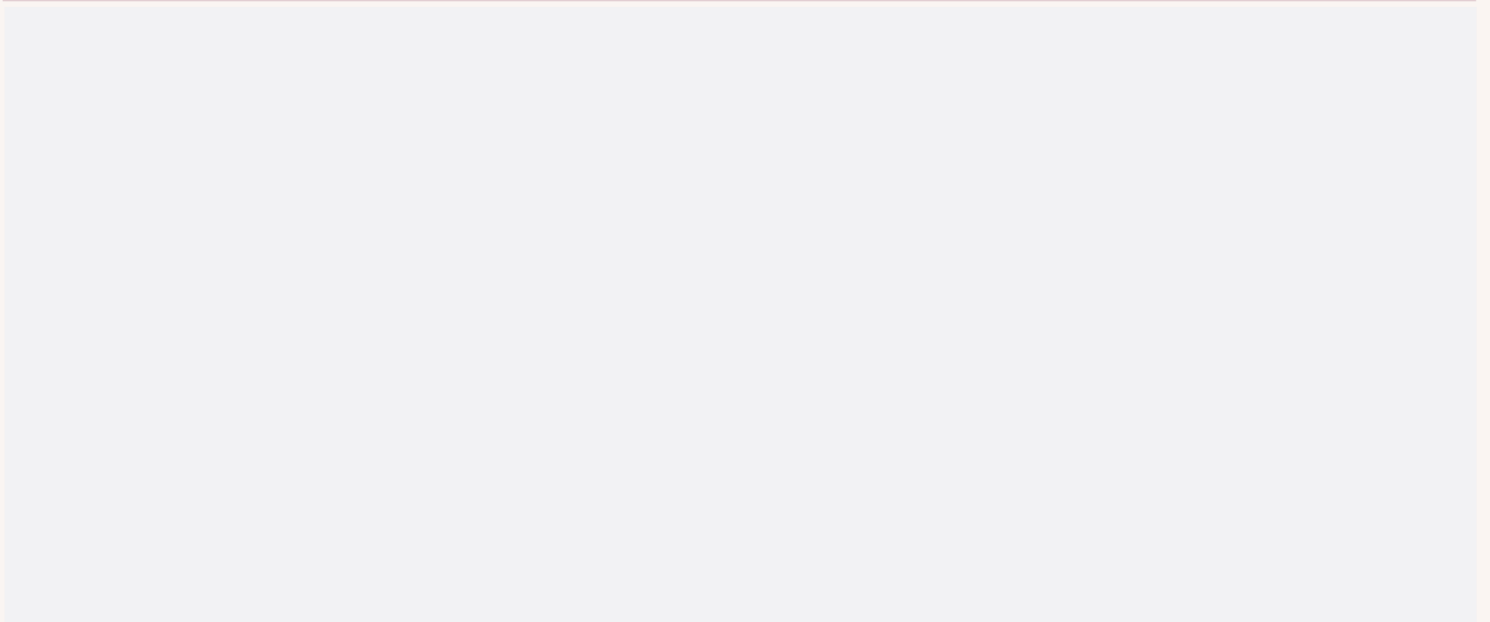
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What does your business do? Who do you work with? How do you serve your clients? Why does it matter? Brainstorm answers to these questions and narrow it down to a single mission statement.

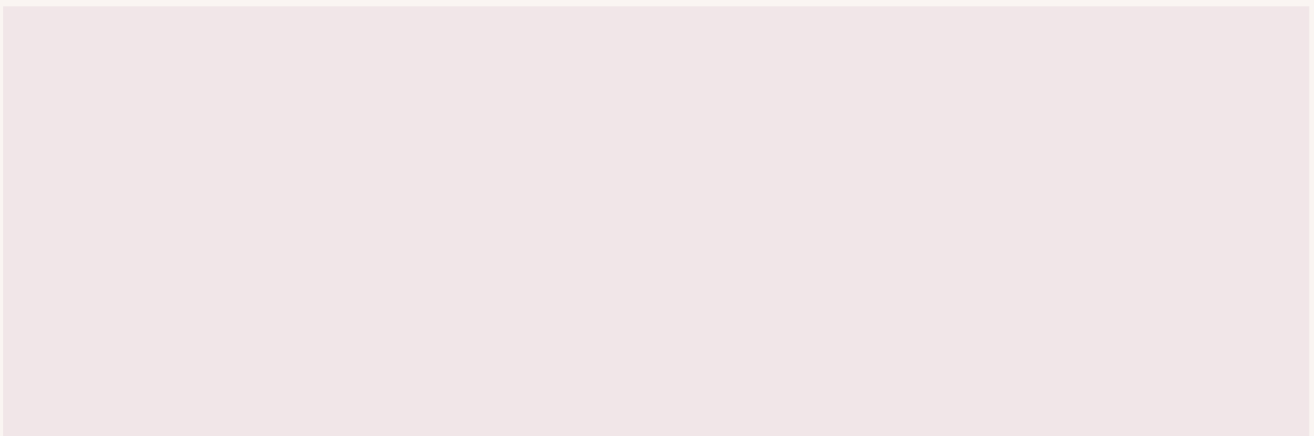
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**ANSWER**

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**DEFINE YOUR MISSION STATEMENT**



02.

# Brand Personality

## Choose your brand words.

Giving your brand a persona will help you gain clarity when building the rest of your brand. Your brand personality should reflect a positive character and attract an audience that can authentically connect and relate to you. What are your key brand words?

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03.

## *Brand Balance*

# Structure your brand balance.

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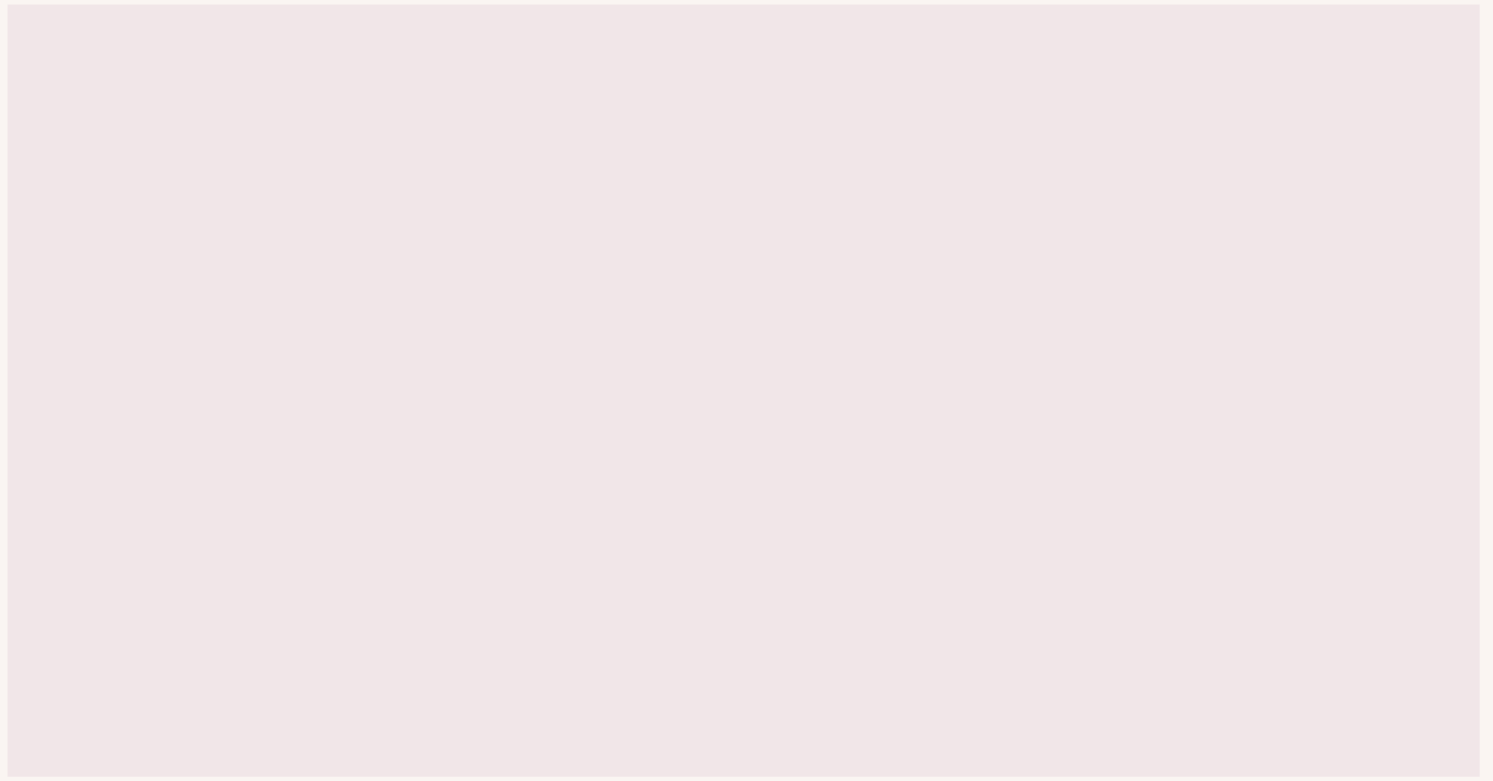
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Building emotion with your messaging is a balancing act but it's important. Get personal and find a way to share your story. Think about how you can define your business with a personal touch, how can you evoke emotion in your brand while balancing the sales/business aspect.

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ANSWER





04.

## *Brand Boundaries* Set your professional boundaries.

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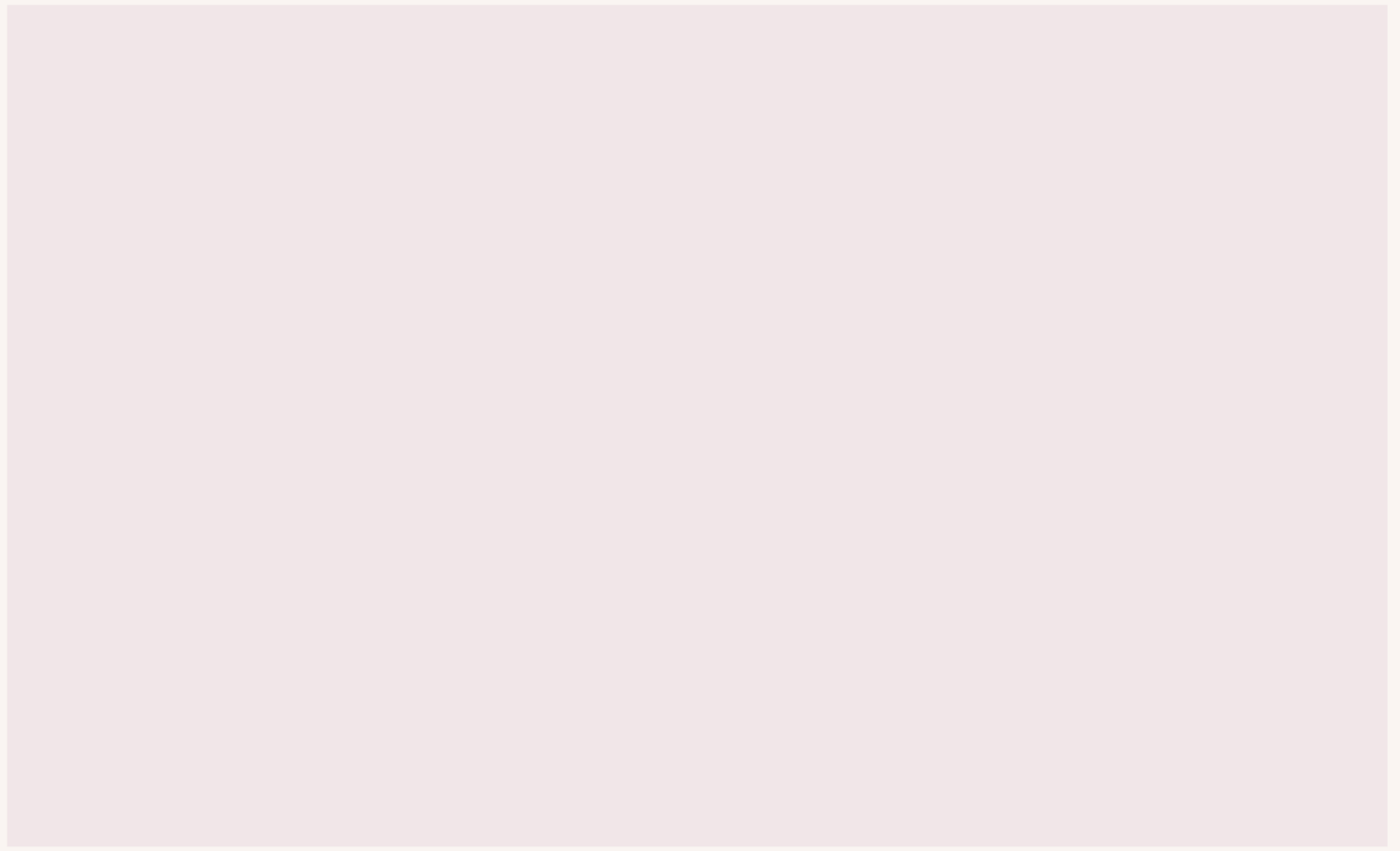
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Write opportunities that you will say yes and no to. Creating boundaries for your business will help you learn when to say no to something that doesn't align with your brand. You must continue to differentiate yourself in your industry, and saying yes to everything might dull your impact.

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ANSWER



05.

*Brand Values*

Determine your business values.

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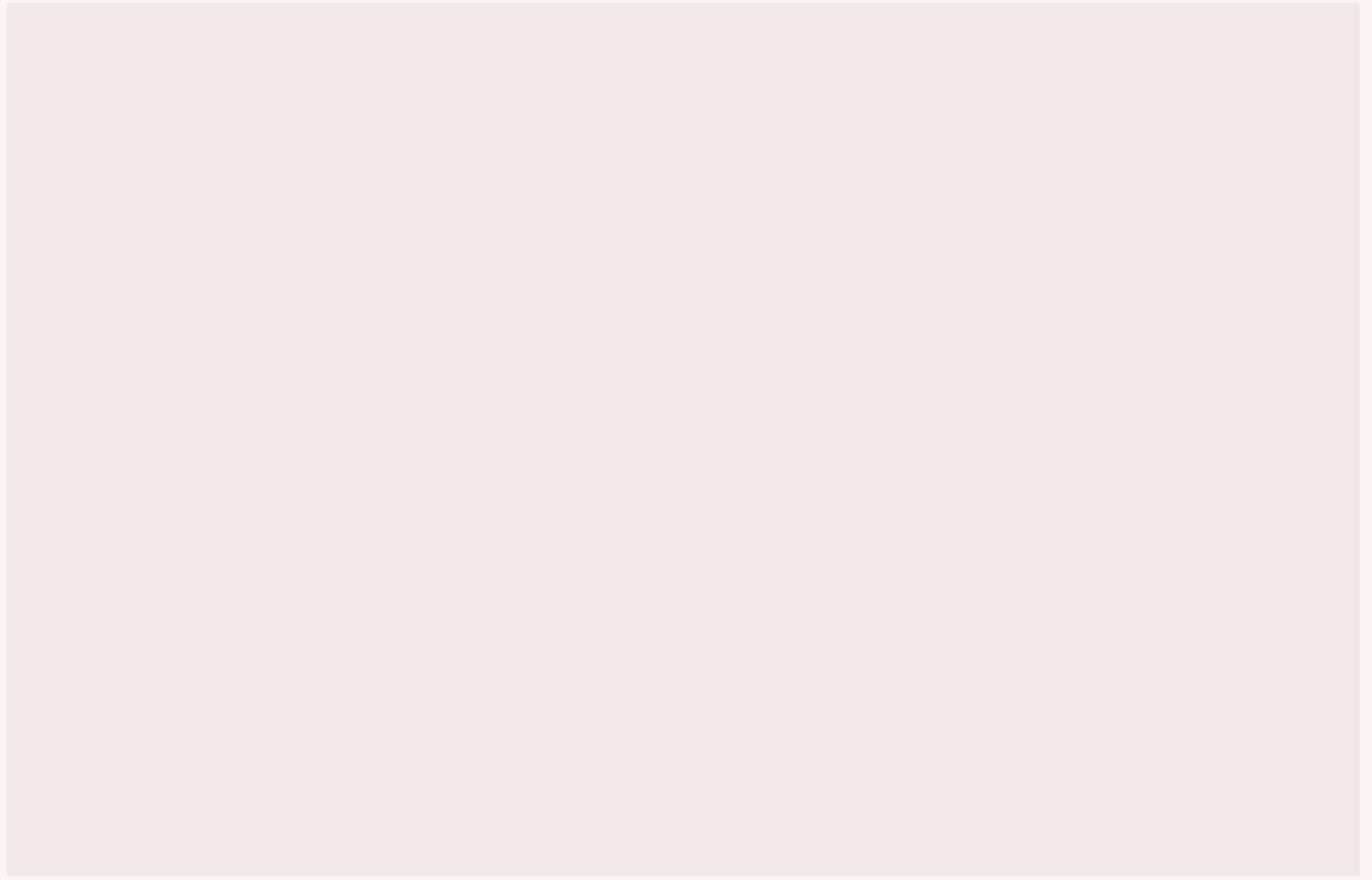
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Determine what is most important to you. How do you see your business? What core values do you want to relay to your customer? How do you want people to talk about you when you're not in the room? What do you want/need to stand up for?

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ANSWER



06.

# *Brand Keywords* List your brand keywords.

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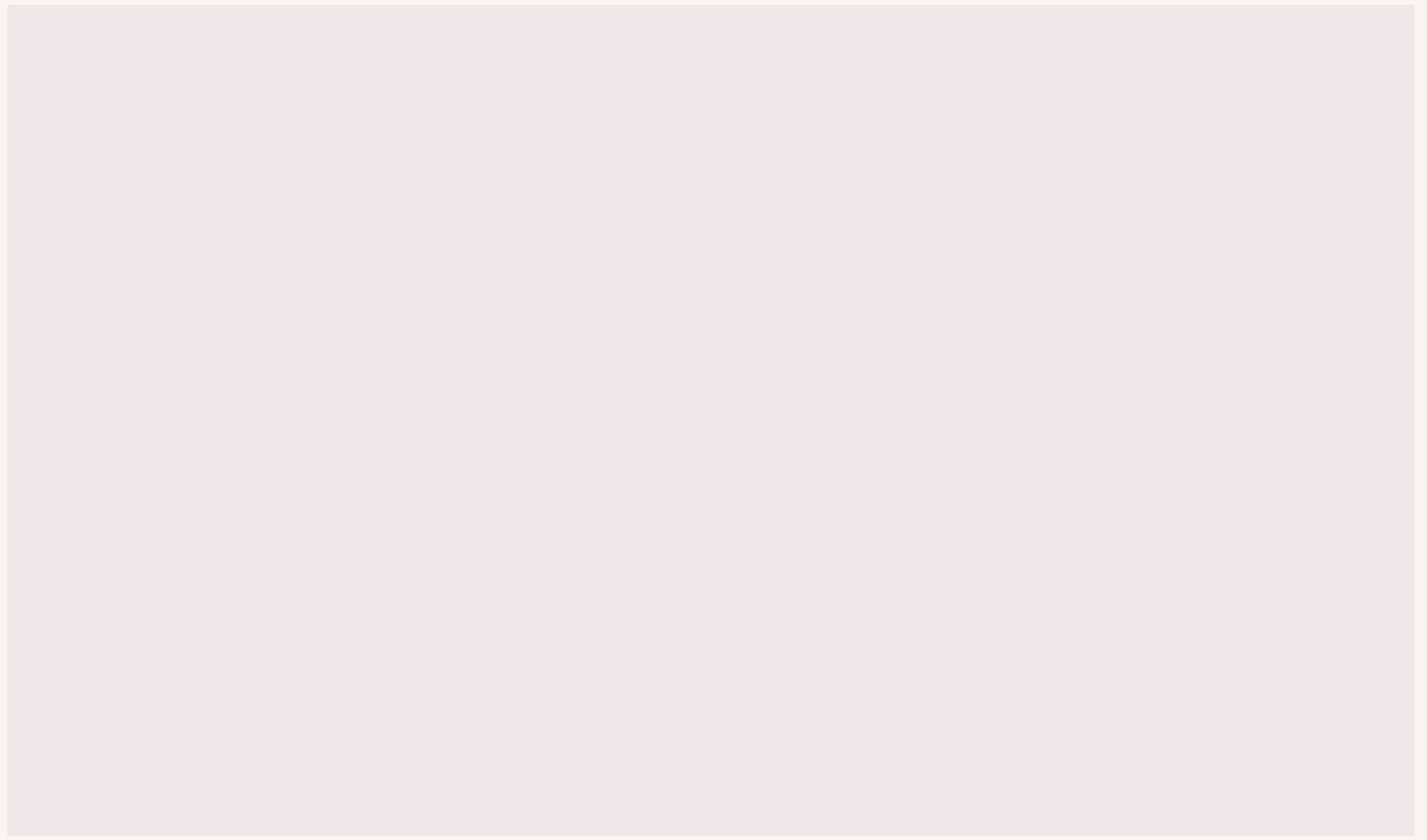
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Make a list of keywords you can use throughout your copy, file names, headings, descriptions, etc. You will continue to use these keywords through your copywriting phase (use our Copywriting Guide and Checklist to ensure you have everything covered)

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ANSWER



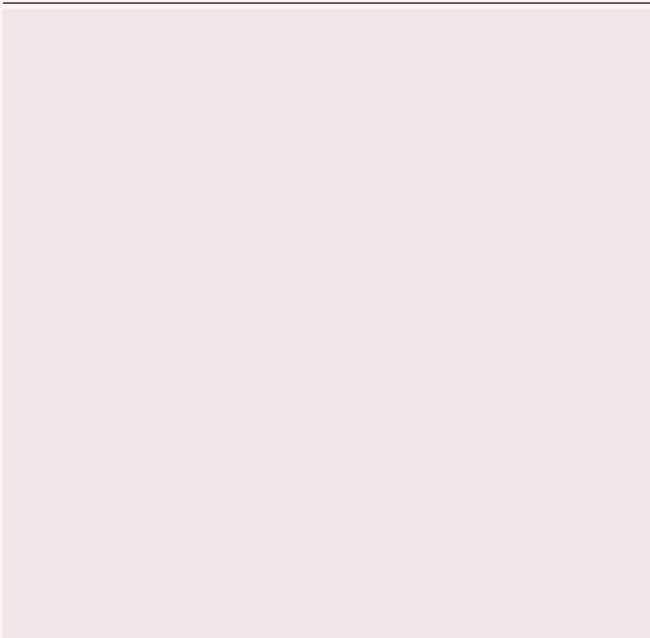


07.

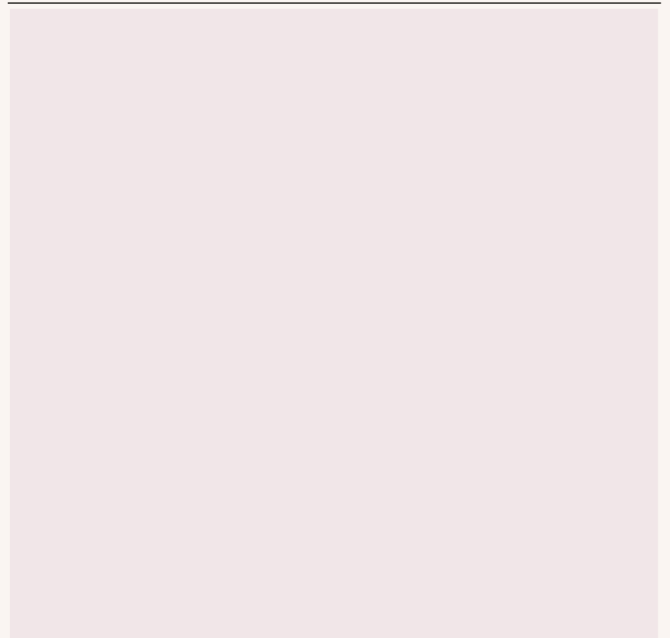
*Brand Services*

# Organize your core offerings.

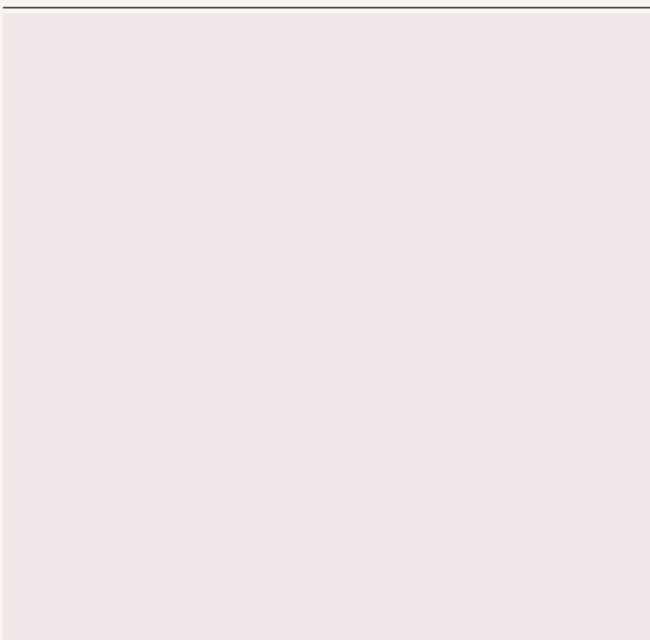
01. LEAD MAGNET



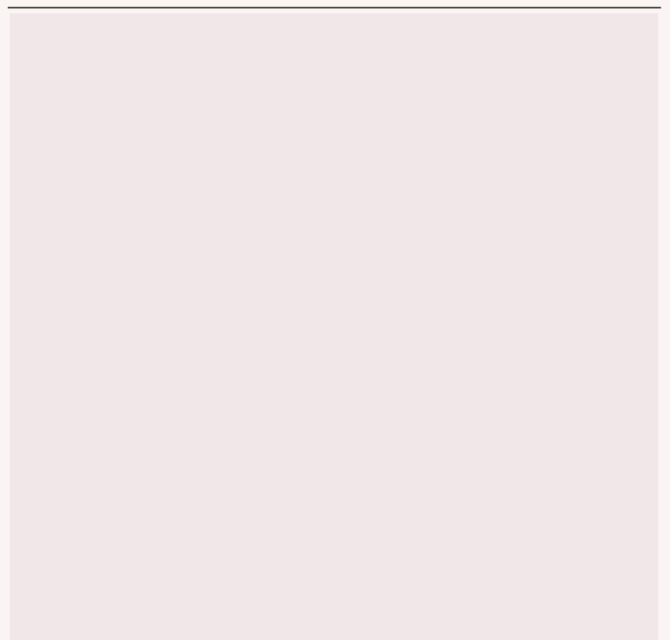
02. ENTRY OFFER



04. UPSELL



03. MAIN OFFER



# Pricing Plans

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Breakdown each of your core offerings into packages and pricing plans. If you are accepting payment plans, what does that look like? How will you organize and price your services?

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PACKAGE TITLE	PACKAGE TITLE	PACKAGE TITLE
First Feature	First Feature	First Feature
Second Feature	Second Feature	Second Feature
Third Feature	Third Feature	Third Feature
\$\$	\$\$\$\$	\$\$\$

# Brand Strategy



Target Audience 14

Business Niche 16

Community 17

Competitors 18



08.

# *Target Audience* Your ideal client.

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A clear understanding of your target audience is critical to serving them successfully. What are their pain points? What are their complaints about the current competitors? Take the time to research what issues your clients have and define a message that responds to those areas.

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## 01 QUESTION

## ANSWER

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Identify the demographics –

- How old are they?
- Where do they live?
- What gender are they?
- What is their income level?
- What do they do for a living?

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**02 QUESTION****ANSWER**

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Identify the psychographics –

- What is their personality like?
- Define their style.
- What are their core values?
- What are their interests?
- What is their lifestyle like?

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**03 QUESTION****ANSWER**

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Identify their problem and solution –

- What is their main problem?
- How can you benefit them?
- What do you like to do personally
- What lights you up?
- What do you feel connected to?

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**04. BONUS: WRITE YOUR TAGLINE**

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[Who you are] + [what you do] + [who you serve]

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09.

## *Business Niche* Specify your industry and expertise.

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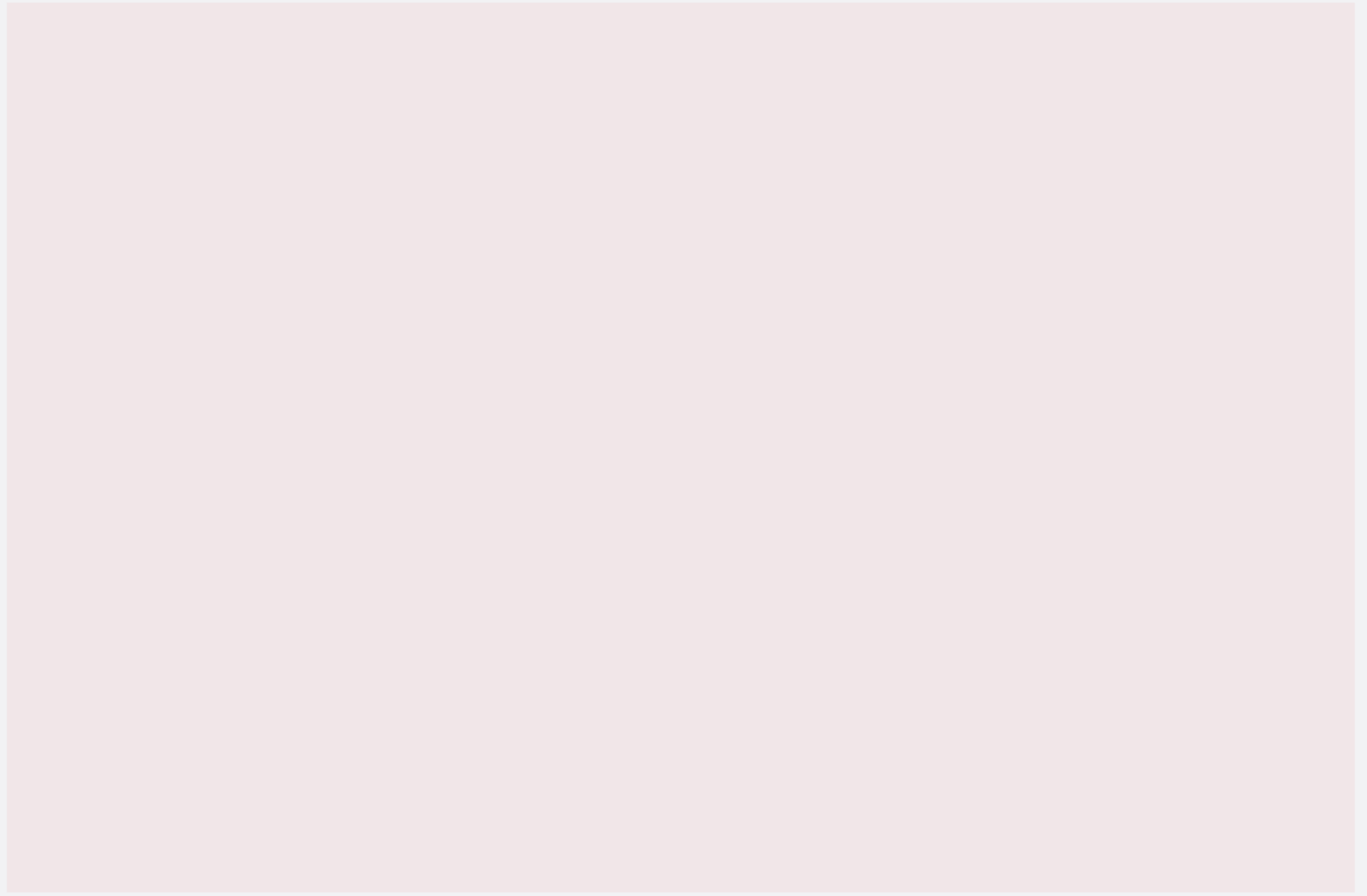
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Narrowing down your business to one specific niche will keep help you stay ahead of the game in your industry. Not only will you become the expert, but you will also have a clear focus when researching, creating products, and marketing your target audience.

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**ANSWER**

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10.

*Community*

Connect and engage with a community that inspires you.

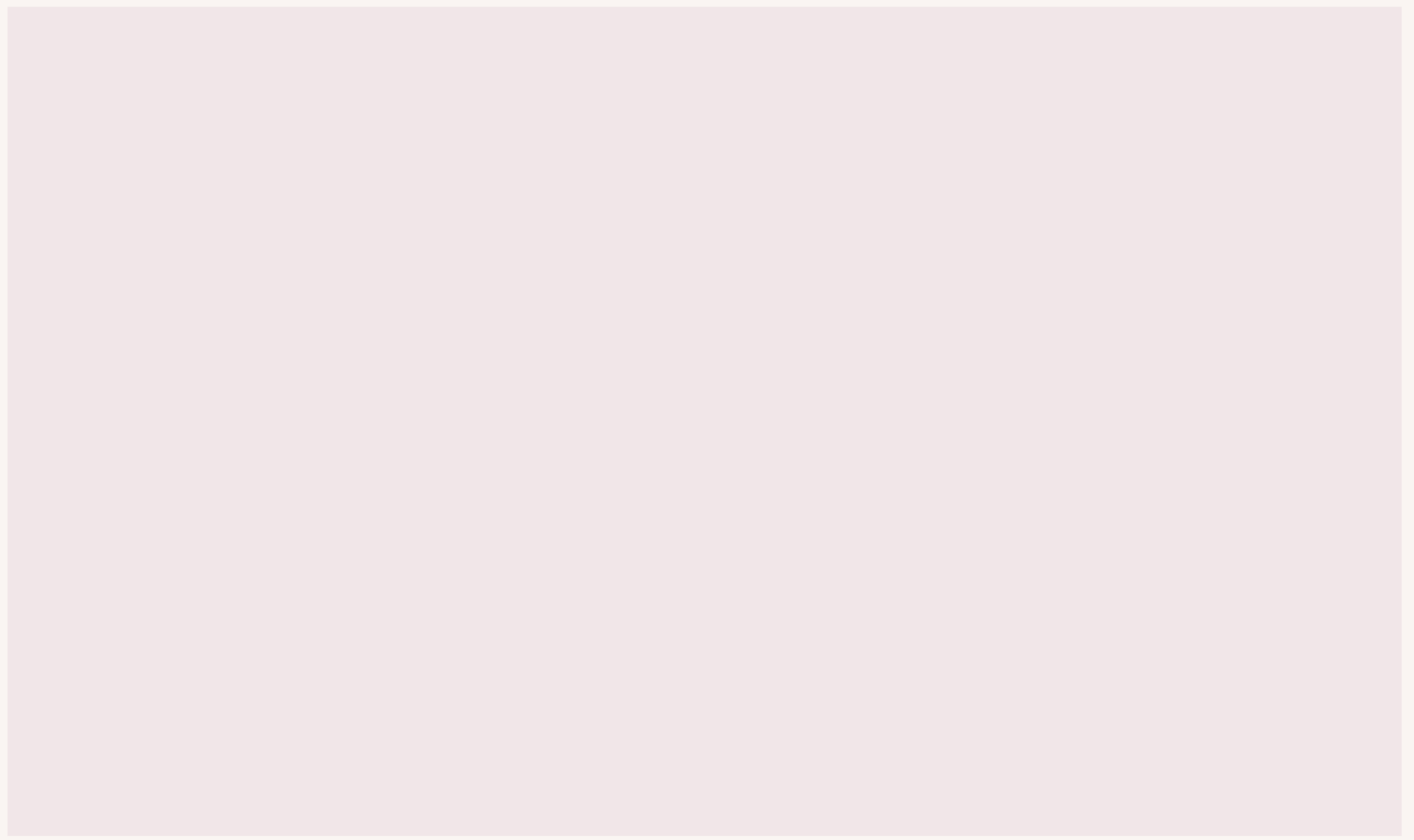
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Engaging with your audience and building genuine relationships is crucial for your brand's success. How will you respond to comments on social media and blog posts? Which groups and threads are the best place for offering a little bit of value? How will you turn people into loyal customers?

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ANSWER

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11.

*Competitors*

# Differentiate your business.

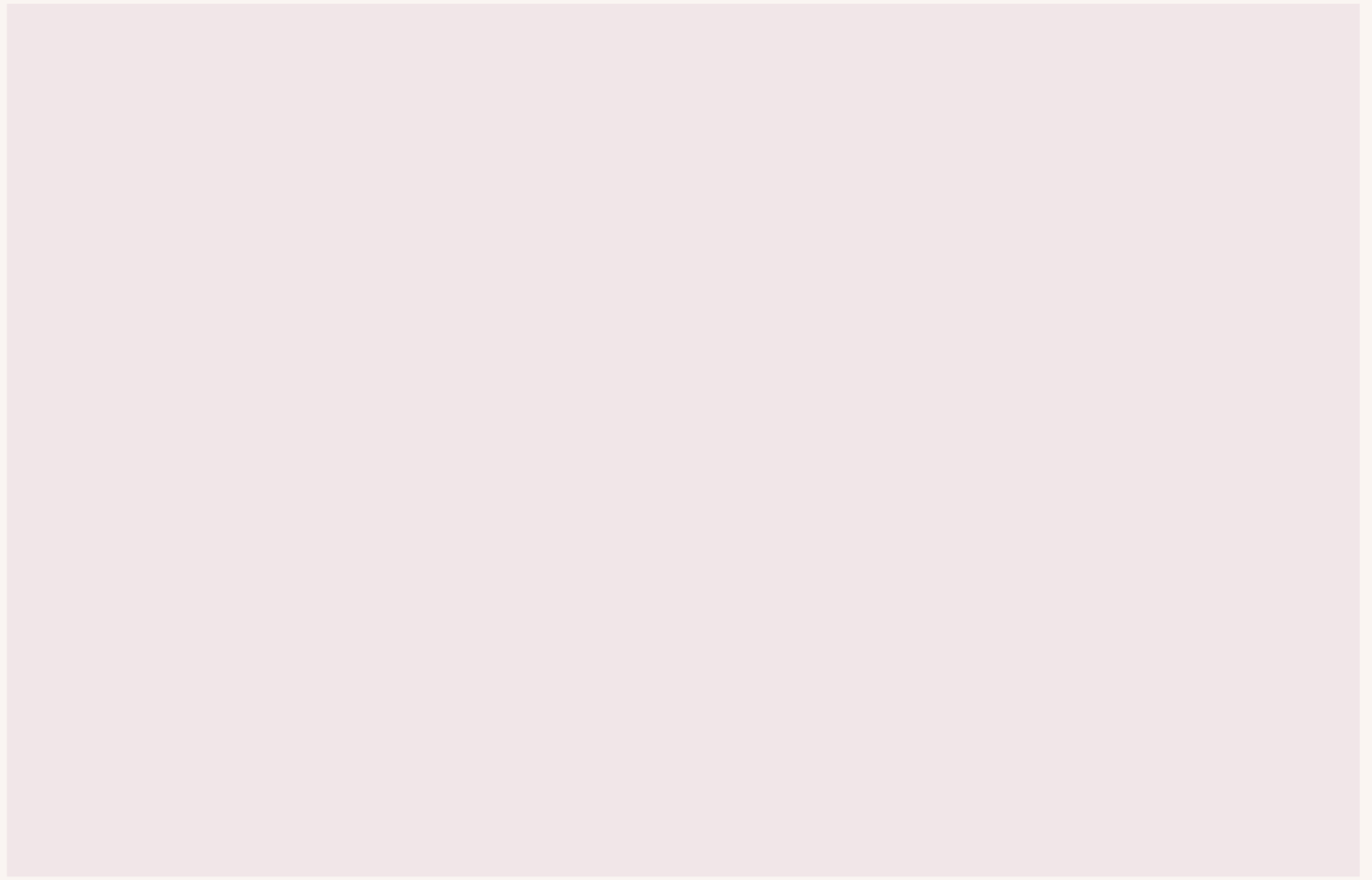
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Identify the competitors in your industry and identify what makes you different. Where are they showing up the most? How will you show up differently? What are some tactics that are working for your competitors? Learning from your competitors is also a great way to stay ahead of the game, but don't get too distracted looking into someone else's lane.

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## ANSWER

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# Brand Assets



Brand Mood Board 20

Brand Marks 21

Brand Fonts 22

Brand Colors 23

Website 24

Business Card 25

Email Signature 01

## 12. *Mood Board* Create your mood board.

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A mood board is a collection of imagery that reflects your brand. Think of this as your north star and reference this mood board to get a quick, clear vision of your brand's aesthetic and feel. Replace the images below with your own and feel to create a Pinterest board to further expand this collection.



13.

## Brand Marks

# Identify your brand marks.

Many different elements make up your brand, and your logo is only one of them. Keeping your logo clean and concise is key. Simplicity is ALWAYS best. If you can, hire a professional designer to save you time, and ultimately money –the results will be worth it. Below are various types of brand marks to get you started.

PRIMARY LOGO	WORDMARK
This is main logo used on your website and how your brand is identified the most. Your primary logo may include a symbol or icon in addition to text.	This is a text-only logo without any graphic elements. A simple wordmark can be useful to add to branding materials without overbearing your design.
SUBMARK	ICONS
This is an alternate version of your logo often in a format that is best fit for footers and smaller mediums.	These are additional graphic elements used to expand on your branding. Your icons can represent different blog topics, product categories or your core offerings.

# Design your brand marks.

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Place your brand mark variations below. If possible, save your brand marks in .SVG or .PNG format for best quality.

PRIMARY LOGO	WORDMARK
SUBMARK	ICONS



# 14.

## *Brand Fonts*

### Pick your fonts

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Fonts come in all different personalities, so it's important to select fonts that stay true to you. Explore endless fonts and choose your typography to set the tone for your brand. Select two or three fonts to purchase, and use them consistently throughout your branding materials.

HEADLINE		<ul style="list-style-type: none"><li>• Font size: 48px</li><li>• Line Height: 1em</li><li>• Letter Spacing: 0</li></ul>
SUBHEADLINE		<ul style="list-style-type: none"><li>• Font size: 30px</li><li>• Line Height: 1em</li><li>• Letter Spacing: 0</li></ul>
TITLE		<ul style="list-style-type: none"><li>• Font size: 15px</li><li>• Line Height: 1em</li><li>• Letter Spacing: 100</li></ul>
PARAGRAPH		<ul style="list-style-type: none"><li>• Font size: 12px</li><li>• Line Height: 1.4em</li><li>• Letter Spacing: 0</li></ul>

# 15. *Brand Colors* Choose your color palette.

## PROMPT

Colors have an effect on how you make your audience feel. Your brand should reflect a specific style and make your audience feel a certain way. Choose a color palette that plays to the emotions and supports the personality you want to portray.



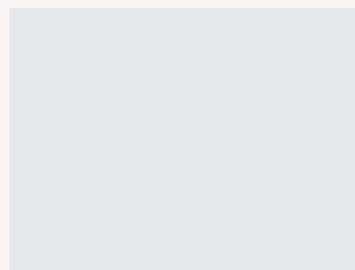
**#E1CCD2**

- Primary Accent
- Body Copy
- Headlines



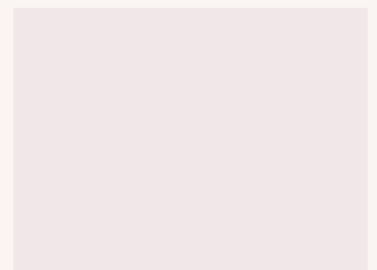
**#9D575B**

- Primary Accent Color
- Titles
- Photography



**#D48568**

- Secondary Accent Color
- Icons
- Links



**#646568**

- Secondary Neutral
- Backgrounds
- Lines

# Brand Content



Brand Photos 01

Blog Content 01

Newsletter 01

Social Media 01

Website Content 01

# 20. *Brand Photos* Choosing the right photos

## CREATIVE DIRECTION

01 Images for your bio and profiles.



02 Primary header image.



03 Working in-action shots.



04 Services and products.



21.

# *Blog Content*

## Organize your blog content.

BLOG CATEGORY

Add an example post title here.

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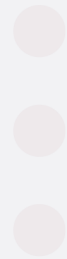
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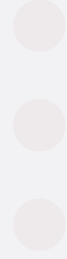
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# 22. *Newsletter*

## Start your email list.

01

### PICK A PLATFORM

Choose your newsletter provider and sign up.

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### BRAINSTORM IDEAS

02

### CREATE YOUR SEQUENCE

Create an opt-in form and email sequence.

---

03

### EMBED FORM

Embed your opt-in form onto your website.

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23.

*Social Media*







# Plan your marketing strategy.

PROMPT 01	PROMPT 02	PROMPT 03	QUESTION 04
Choose the best social networks to promote your business.	Establish your writing tone and voice.	Describe your imagery and graphics.	Determine your budget for your social media campaigns.
ANSWER 01	ANSWER 02	ANSWER 03	ANSWER 04



# Content Promotion Timeline

Set up a social media publishing plan to help you share your content in the best way possible. Be sure you take into account best practices for sharing the same piece more than once. Determine when you'll promote your content for each social media network below.

						
On Publish Date	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Day After Post	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2 Days After Post	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Week After Post	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Month After Post	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Custom Date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

WHAT IS YOUR PRIMARY SOCIAL MEDIA GOAL?

24.

## *Social Templates*

# Set up your social templates.

Canva may be the best resource for you to design your social media templates. Below are standard sizes for each platform. Start a new Canva project and label your templates.

Pinterest Pin  
1000x1500px

Facebook Cover  
1640x924px

Twitter Cover  
1500x500px

Instagram Post  
1080x1080px

Twitter Post  
1600 x 900px

Facebook Post  
940x788px

25.

## Website Content

# Outline your web pages.

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### PROMPT

---

Use our Copywriting guide and workbook in order to refine these key areas on each page of your website. You can use this form or you can use your SEO Guidebook and Workbook to finalize these critical keywords.

---

Elements of a page to consider when writing.

PAGE TITLE

CONTENT TYPE

TARGET  
AUDIENCE

PURPOSE

CTA

HEADLINE

KEYWORDS

# Sample Page Outline

This is a simple framework.

<h1> HEADING ONE TITLE </h1>

OPENING IMAGE



<H2> HEADING TWO</H2>

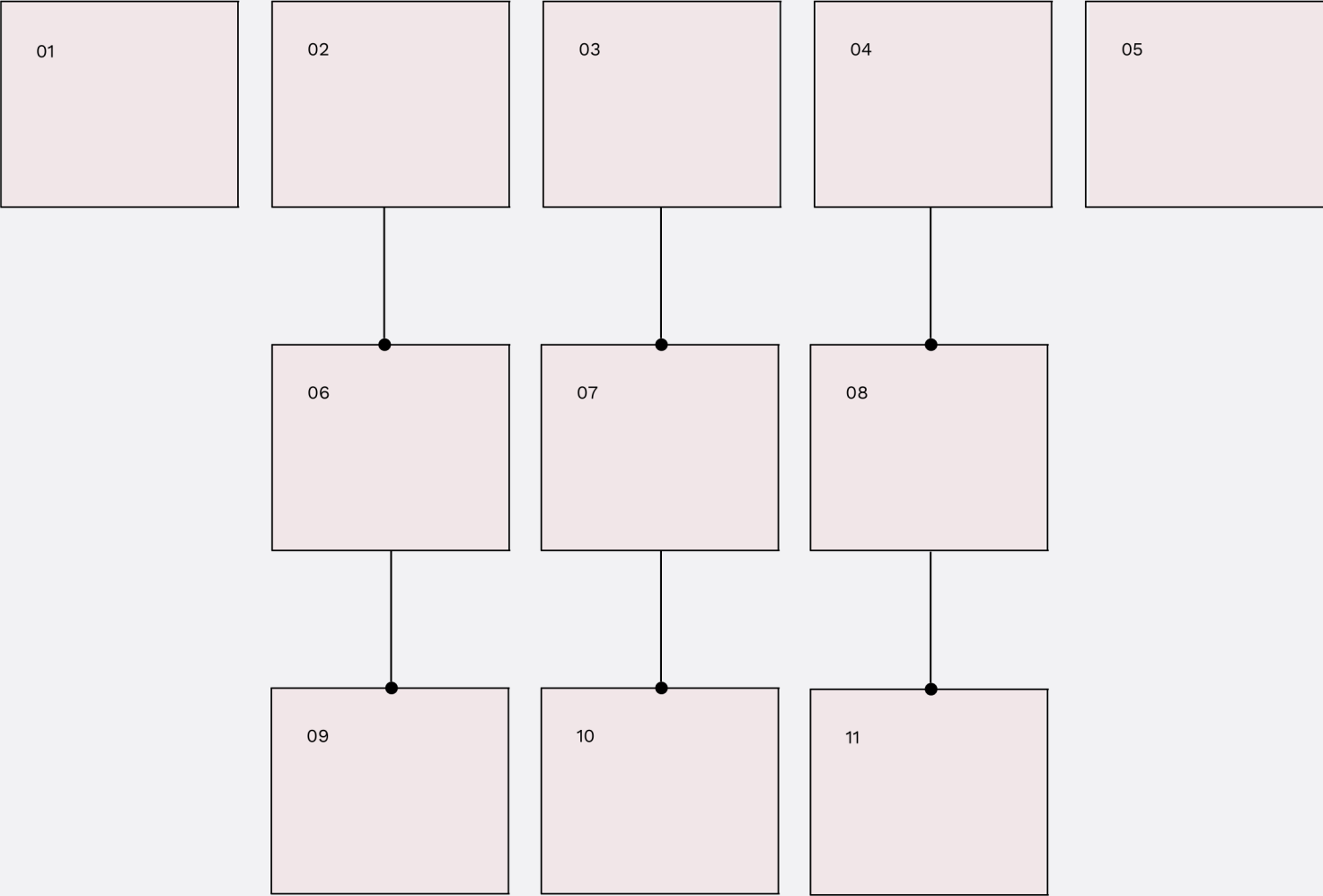
<P>PARAGRAPH CONTENT</P>

<A HREF="#">CALL TO ACTION</A>

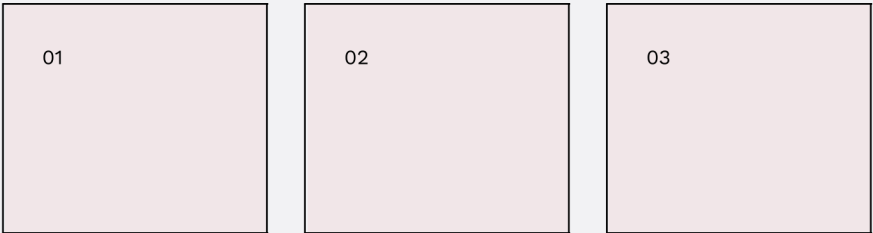
# Site Navigation

Customize this sitemap to fit your website.

## PRIMARY NAVIGATION



## FOOTER NAVIGATION



# Bonus Worksheets



Business Routine	20
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Daily Planner	21
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Weekly Planner	22
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30-Day Action Plan	23
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Notes	24
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Launch Plan	25
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26.

## *Brand Routine*

# Set your hours and location.

Decide what type of schedule you are going to keep and where you are going to do it. Design a schedule and space that inspires you. Write down a list of the responsibilities that you have. Think about all the various aspects of your business. For each responsibility, estimate how many hours you think you'll devote to it every week.

ANSWER

03

### LIST OF RESPONSIBILITIES

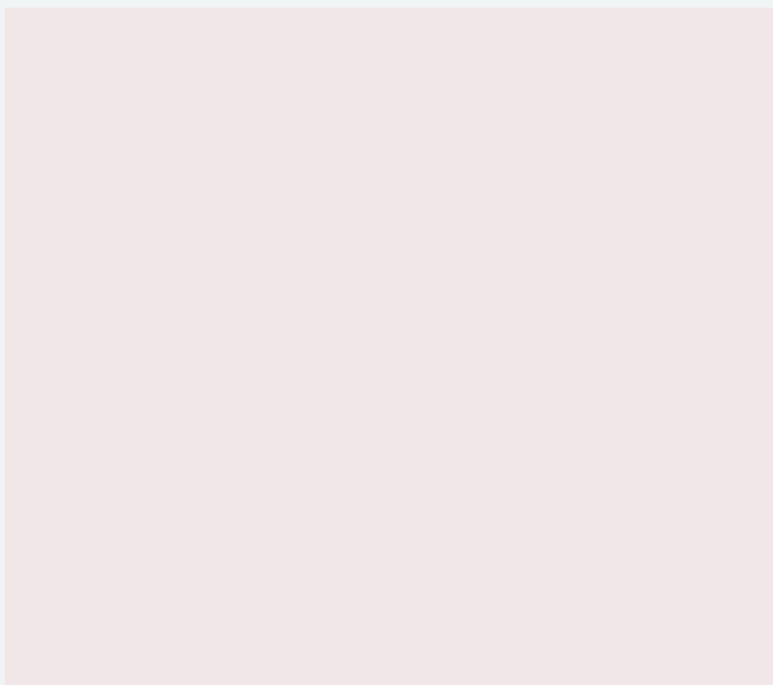
01

OFFICE HOURS



02

OFFICE LOCATION





# Daily Planner

---

09:00

10:00

11:00

12:00

01:00

02:00

03:00

04:00

05:00

# Weekly Planner

---

TOP GOAL

MON

TUE

WED

THU

FRI

SAT

SUN

# Launch Plan

Now that you've completed your workbook, it's time to prepare for launch.

## ACTION STEPS:

### TEST

Make sure your website, shop, email list, etc. is functioning as it should.

### SHARE

Get feedback from your peers to make sure you are in alignment with your goals.

### PLAN

Create a list of post-launch steps that you'll need to complete inside your PM tool.

### HIRE

Find members to join your team and support you along your journey.



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NEED SUPPORT?

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# Meet Your *Brand Consultant*



I'm Angelique and have been in the website design and branding industry for over 18 years working with small to mid-size businesses, building businesses from the ground up, and helping established businesses improve their brand experience and bottom lines.

I am passionate about small business and determined to assist you in building a brand you are proud of and that will succeed.

This program includes everything you need to do including one on one with yours truly. Simply send a note and we'll set up a time to chat.

Custom Website Design

Brand Creation

Brand Development

Coaching & Consulting

WordPress

Website Support



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