

Loyal Customers

Branding

Maximising **YOUR** branding for **Growth** **AND** Retention

Brandingbyme.design

This is important

Before we start, here are some things you should keep in mind

If you haven't analysed your landing page using our free tool, please do so here before continuing so that you can get the most out of this workbook.

[Click here](#) to watch this video as you work through this done by you workshop. There's a good chance you will give wrong answers to the questions here so please, watch the [video](#).



BRAND STRATEGY (CORE)

This will help you to build a clear and unique brand identity that resonates with your target audience.

We are going to achieve this by giving your brand some human attributes.

PURPOSE

What are we all about?

It's been 10 years since you started your business but unfortunately your business died.

What are the things you remember fondly about it?

write its obituary

Purpose statement

My purpose is to [contribution] so that [impact]

Example

IKEA

To create a better everyday life for the many people.

Boy Scouts of America

To prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law.

Mission

What are we here to do?

Mission statement

Write your mission statement. What do you want to accomplish?

Example

Tesla

To accelerate the world's transition to sustainable energy.

Yeti

To ensure that each YETI product delivers exceptional performance and durability in any environment, whether in the remote wilderness, at the beach, or anywhere else life takes our customers.

In movies, there's always someone that alerts everyone else that there's a bad guy to take down. In the avengers, that's typically Iron man. The mission then becomes to stop the bad guy. Every action they take throughout the movie is so that they can complete the mission. The mission statement is your why. It's the reason why you will say "Avengers! Assemble." It's the reason why you do what you do and it's the reason why people should care.

"People don't buy what you do; they buy why you do it."
Simon Sinek.

Vision

What does the future look like?

1. How would your brand change the world?
2. Where do you see yourself in the next 10 years?
3. How big do you want to get?
4. How will you affect your category?
5. Do you plan on expanding?

Vision statement

A [how your brand will change the world]

Or

To be [combo of 1-4] of [category]

Example

Tesla

To create the most compelling car company of the 21st century by driving the world's transition to electric vehicles.

Yeti

To represent the yardstick by which all other outdoor products are measured.

Once the mission is complete, What will happen?

- Name
- Gender
- Age
- Country/state
- Marital status
- Children
- Job title
- Salary
- Education

Example

Whole Foods

We Satisfy And Delight Our Customers: Our customers are the lifeblood of our business and our most important stakeholder: We strive to meet or exceed their expectations on every shopping experience.

We Promote Team Member Growth And Happiness: Our success is dependent upon the collective energy, intelligence, and contributions of all of our Team Members.

- Spending habit?
- Where do they spend their time(offline)?
- What do they like to do for fun?
- Where do they spend their time(online)?
- What brands do they like?
- Their values?
- How do they talk, what words do they use?

Values

Functional (usually performance based) Reliable, easy to use, good packaging, durability, compatibility, design, customization, form, style.

Monetary

Price, discounts, low interest financing, cash back, rebate.

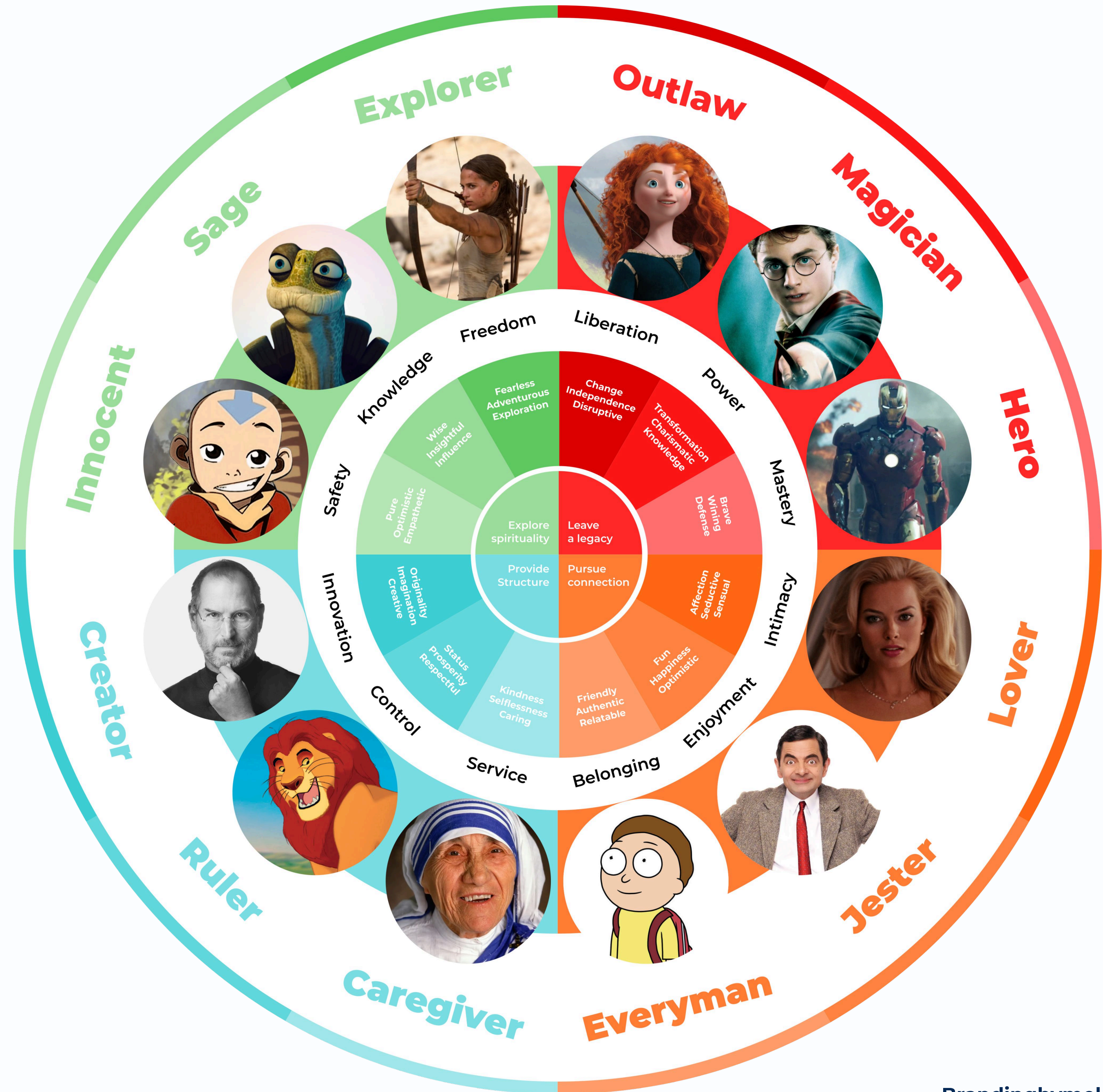
Psychological

Emotional(a frustration), self-expressive

Brand Archetype

For our Target Audience

Which one best suits our target audience?



Brand Personality



Reflect on your brand's mission, target audience then select opposing traits that represent the spectrum of potential brand personalities.

Refer back to the sliders when creating branding elements (logos, taglines, messaging, visuals, etc.) to ensure consistency.

For example, if your brand skews toward Formal and Luxurious, avoid overly casual language or playful colours.

Brand Archetype For the brand

What will you be to your target audience?

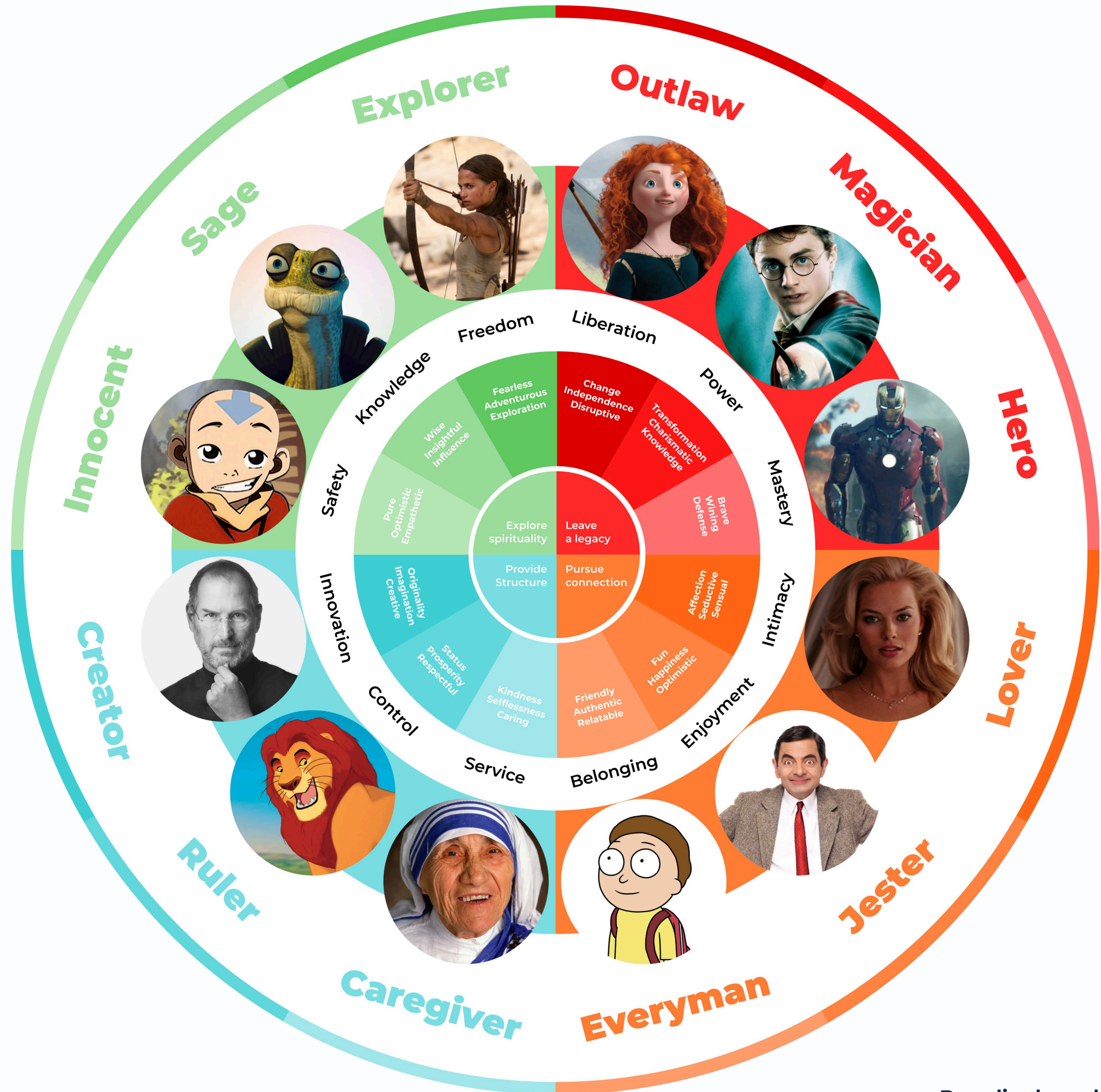
A Confidant? Their Mentor? A Friend?
 A Leader? A Guardian? A Protector?
 A Teacher? A Partner? Their Inspiration?
 Their Aspiration? A Motivator?

Think through your Mission, personality, values and target audience as you decide.

Example

Creator- Apple
 Innocent- Dove
 Sage- Google
 Explorer- Jeep
 Outlaw- Diesel
 Magician- Disney

Hero- Nike
 Lover- Channel
 Jester- M&M
 Everyman- IKEA
 Caregiver- Red cross
 Ruler- Mercedes



Brand Voice

What adjectives would we use to describe our brand?

What does our competition sound like?

Any brand with a voice we love?

Who do we NOT want to be/what do we want to avoid?

How do you want to say things(tone)?

Brand look and feel

How do you want to look?

When people interact with our brand, how do we want them to feel?

Before you move on

Think of this whole process as you trying to build your brand into a human character your customers can relate with.

That's why your brand now has a reason for existing, a dream for the future, Things to accomplish, values to live by, a way to talk, a way to dress, a personality and lastly, the kind of people the brand wants to interact with.

Emotional connection & trust

The easiest way to connect with people is to tell a story. This is what will help us form an emotional connection with them. The customer is the hero in your brand's story. Not you! We will spend the next 7 pages using a framework to help us achieve this.

Brand Story

A Hero

What desires do they have?

Should be relevant to survival.
Save money, save time, building a social network, Gaining status, Accumulating resources, generosity, invite them to join a cause or movement



Brand Story

Has a problem

Focus on the emotional problem

Emotional- a frustration or doubt

Philosophical- Can your services
fight against something that ought
not to be?

External- Mostly physical

For this part, It's not a must but i advise you focus on the philosophical or emotional problem. You stand a better chance of appealing and attracting customers if you focus on any of those two problems.



Brand Story

And meets a **GUIDE**

Empathy

1. We understand how it feels.
2. Nobody should experience.
3. Like you, we are frustrated by.

Authority

1. Testimonials.
2. Awards.
3. Logos of businesses you have worked with.
4. Statistics- How many customers have you helped? How much did you help them make?



Brand Story

That gives him a plan

Process

3-6 steps they have to take before they buy from you.

Agreement

List things they would be concerned about and address those concerns



Brand Story

Calls them to action

Direct

Invites you to buy now

Transitional

Invites to drop an email in exchange for;
Free info- PDF's, podcasts, live events, webinars, Free trials, Demos, free consultation, Online courses, etc.



Brand Story

That helps them avoid failure

So what?

Let them know they are vulnerable to a risk(you could use a statistic)

Tell them they should take action since they are vulnerable

Tell them your solution- We offer [solution] that will [solved problem].

Challenge them to take action.



Brand Story

Use this when ever you want to collect reviews. especially if you want to do a case study.

That ultimately ends in success

Before your brand

Problem they had

After your brand

- Did you help them accept themselves?
- Did your brand help them become more respected? Esteemed? Socially appealing?
- Did you reduce their anxiety or workload?
- Did they reach or exceed their potential?



Difference

What is your unique value proposition? To figure this out, we will be answering the following questions from the value equation.

I'll be using our Software as an example

- **Desired Outcome(has to be related to what you do)** → Higher conversions and revenue
- **Likelihood of Achievement(What we can do to make sure they achieve their desire)** → AI-driven insights, proven frameworks
- **Time Delay(How do we give them results quickly)** → Immediate feedback and recommendations
- **Effort & Sacrifice(how do we prevent them from doing too much work)** → No manual analysis, just input your URL

Before you go

Engage your audience in surveys, polls, or forums to better understand their needs and adapt your messaging accordingly.

Use testimonials, reviews, and case studies to build credibility and foster trust.

Highlight how your Product or service aligns with your audience's problems(philosophical or emotional).

In the previous section, we developed the brand into a human character. In this section, the brand has been armed with the power to say things customers want to listen to, through storytelling.

Make sure to download the website template in the next section; it demonstrates how to apply the storytelling framework to your landing page.

Visual Design & First Impressions

Imagine meeting an ugly person for the first time. Now, on top of that, the person keeps interrupting you and is talking about themselves all the time. Many brands are like this ugly person that shall not be named.

Your logo

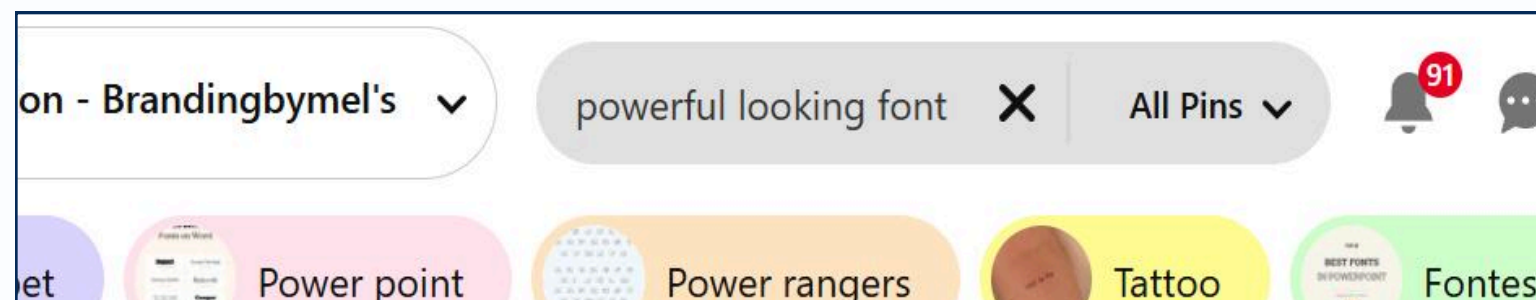
You are most likely terrible at design. If you are not, you can skip this part.

So... you have two options. Hire someone to design it for you or try to do it yourself.

Trying to do it yourself (Especially pre-validation)

My advise here is to get a font that has the look and feel you outlined in the previous chapter. If for example you said you wanted a logo that's "powerful" and looks "bold":

1. You would proceed to type out "powerful looking font" on Pinterest and you can begin to build a moodboard from the results you get.



2. You would then proceed to find a font that fit the ones you found on Pinterest or if they link to a store where you can buy, just follow the link then buy it.
3. For the logo mark, you can just use the first letter then place it inside a shape



Trying to do it yourself Part 2

Your second option is to hire someone. Especially if you want something really unique.

Here are a couple of places you can try.

1. [Behance](#)
2. [Dribbble](#)
3. [Designjobs subreddit](#)

The suggestions are clickable. So just click on them so that it will take you to the websites.

As for Dribbble and Behance, I suggest you just browse the website for good work then contact the designer via whatever contact information that's provided in their bio.

Now, You need to be as clear as possible, Say what you mean and mean what you say. Make sure the words you used to describe the look and feel for your brand are accurate. If possible, show the designer a moodboard.

The reason why i'm an advocate for moodboards is beacuse one word can have different visual interpretations. You can read this [blog post](#) i wrote if you want to dive a little bit deeper.

Your logo

Now, it's time for you to

Leave them alone


Let the designer work their magic. This is why it's important to vet the designers portfolio, reviews if they have any and also get on a call with them to make sure both of you vibe.

Brand Colours

I recommend you have 3 main colours. One primary, one secondary and one accent colour



Choose a base colour then use [this site](#) to find other colours that work well with it

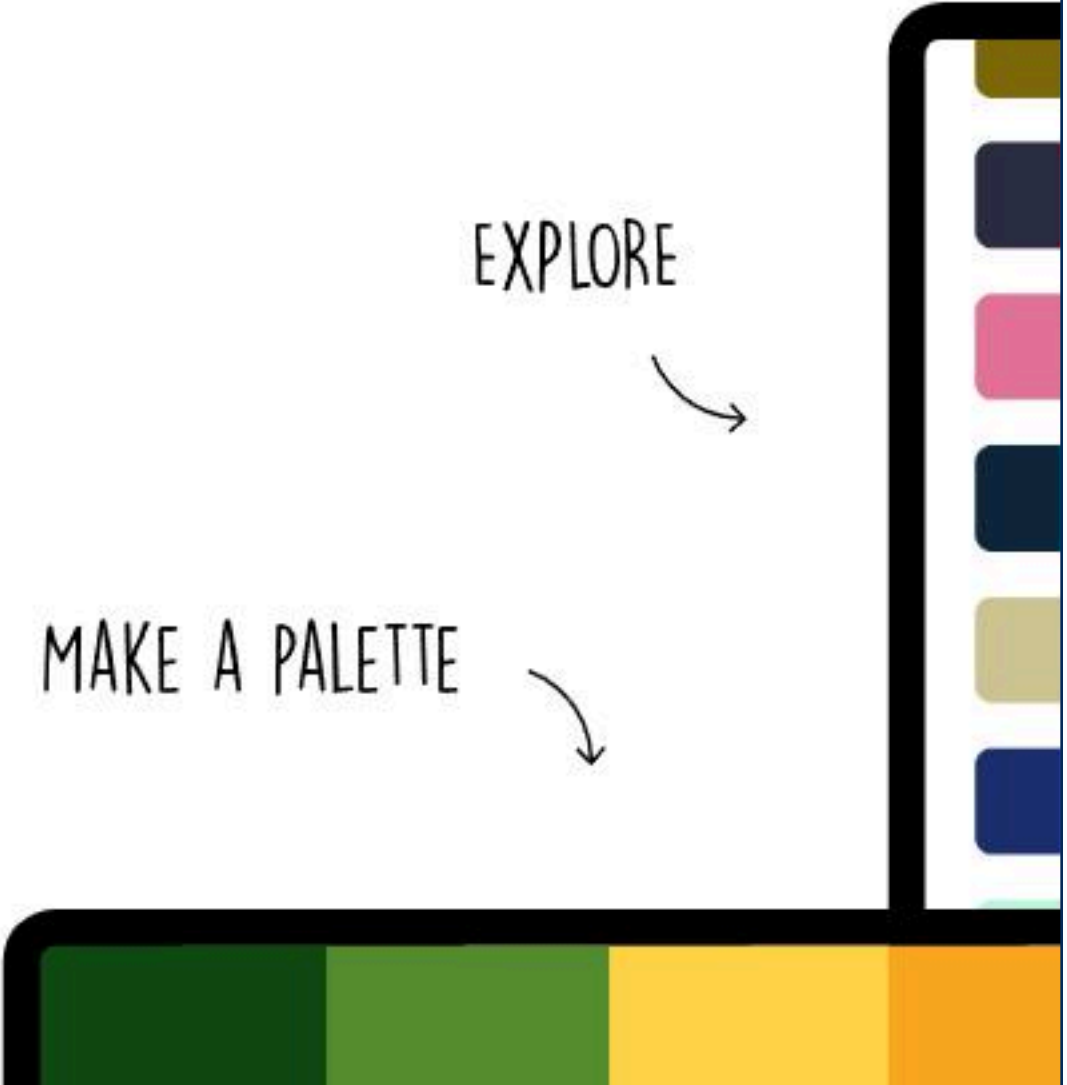
COOLORS  Chatbolt.ai Create your own ChatGPT chatbot trained with your data from any file or website. [Try It For Free](#)

The super fast color palettes generator!

Create the perfect palette or get inspired by thousands of beautiful color schemes.

EXPLORE

MAKE A PALETTE



Before you go

Use visually engaging content like animations, branded templates, and consistent graphics to strengthen your social presence.

Optimize your website for usability, speed, and aesthetic appeal. Ensure your logo is placed at the top right and is visually compelling.

Ensure your visuals are clean, modern, and easy to understand. Avoid cluttered designs.

Once you have validated (you have a list of people that are happy to pay and provide feedback to make the product better). It's time for you to start the brand building process.

Brand Consistency

It's difficult to trust anyone that's inconsistent. We don't trust that they will deliver and it's hard to believe their competence.

Also, we need to repeatedly do the same thing for it to stick.

Brand Guidelines

[Click to download](#)

This will help you to document everything we have discussed to far. You can easily pass this on to a copywriter, designer or sales team.

Purpose statement
My purpose is to simplify the game development process so that game developers can make their dreams come true

Mission statement
To build the game development tools game developers wish existed

Vision statement
To be the game development platform that shows everyone that game development is possible for anyone.

Brand values
Selflessness: Contributing to the greater good by being more inclusive.
Honour and integrity: We have to act in a way that maintains our integrity so that people trust us.
Passion: Demonstrates the drive to continue doing something regardless of any struggles.
Togetherness: We want to create a sense of oneness among those that use our tools and our team.


Brand Voice
How do we not want to sound?
We don't want to be too serious
How do you want to say things(tone)?
Playful, humorous and straightforward

Brand Archetype(customer)
60% Outlaw
40% Sage

Brand Archetype(for the brand)
80% Ruler
20% Hero

Brand Look and Feel
Familiar, Powerful, Whimsical, Easy, Simple, Comforting, High contrast

Brand Personality
Powerful — Weak
Straightforward — Unclear
Friendly — Reserved
Playful — Serious
Knowledgeable — Ignorant

Customer persona

Meet Mary. She is 30 years old and lives in California, U.S.A. She is single with no children and works as a Project Manager, earning \$160,000 per year. She enjoys spending her time attending tech conferences, TED Talks, and dining at restaurants. For fun, she loves reading books, watching TV, and gardening, which help her unwind and balance her busy professional life.
Online, she spends her time on platforms like YouTube, Jira, Slack, and the Google Suite, often diving into tutorials, productivity tools, and professional collaboration. She also frequents Stack Overflow to troubleshoot and refine her technical knowledge.
She likes brands that align with her active and professional lifestyle, such as Nautica, TaylorMade, Under Armour, and Halloway, which reflect her appreciation for quality, functionality, and style.
Mary's values include ease of use, reliability, and finding cost-effective solutions with discounts. She also prioritizes tools and services that simplify her life and reduce stress, helping her manage her responsibilities without adding unnecessary complexity.
Mary speaks with a clear and professional tone, using a diverse vocabulary while avoiding internet slang. She appreciates well-organized, straightforward communication that respects her time and intellect.


What brands do they like?
Reading, watching TV, gardening.

Values? Easy to use(onboarding), reliable, price, discounts, anxiety.

How do they talk, what words do they use? Less versed with internet lingo, has diverse vocabulary.

Colours
Hex: #BDFEEA
Hex: #BDFEEA
Hex: #BDFEEA
Hex: #BDFEEA
Hex: #BDFEEA
Hex: #BDFEEA
Hex: #BDFEEA
Hex: #BDFEEA


Fonts
Primary: Montserrat Bold
Secondary: Montserrat Regular

Icon Style


Layout: Hierarchy
Header
Body copy size should always be two times the header size

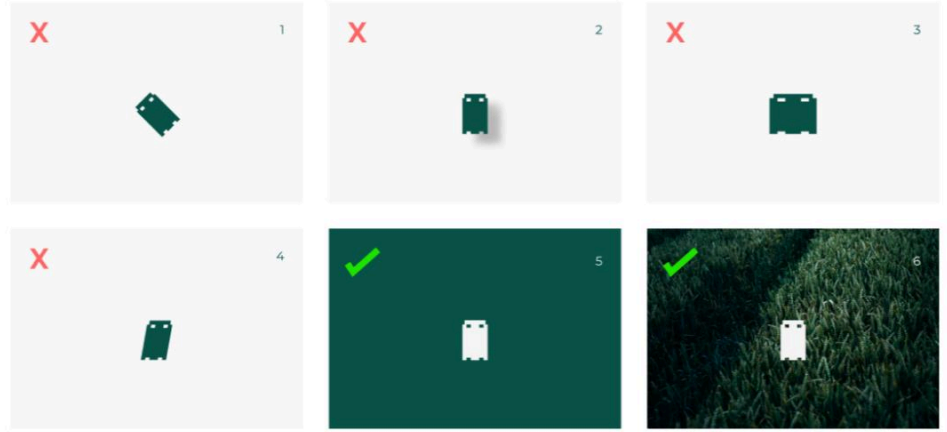
Layout: Grid System
Use a 4 by 4 grid with a margin of 60px and a gutter of 30px

Logo Cleanpace
Make sure there's sufficient amount of spacing around the logo.
Tip: one way to do that is to pick a letter from the wordmark and use that as the spacing around the logos.

Logo origins


Logo usage
1. Don't rotate the logo.
2. No drop shadows either.
3. Please do not stretch the logo.
4. Don't tilt.
5. Always ensure that there is enough contrast between the logo and the background.
6. When using on busy backgrounds, use a light version of the logo from the primary pallet or use it in white. use a dark version of the logo from the primary pallet if the background is bright.

Note: These rules apply to all the logo variations



Before you go

Use consistent visuals and messaging across all touchpoints, including your website, social media, emails, and ads.

Conduct a branding workshop with your team to ensure everyone understands and adheres to the brand guidelines.

Regularly review all marketing materials for consistency and make updates where needed.

Brand Evolution & Adaptability

When I was little, my folks would always buy clothes that were bigger than me. I was growing so fast and they needed to make sure they weren't buying new clothes every now and then. Their way of adapting? Bigger clothes, lol.

Stay stretchy

Conduct annual brand audits to ensure your brand identity aligns with your evolving business goals and market trends.

Update your logo, visuals, or messaging to reflect new values, products, or market positioning.

Continuously gather feedback to adapt your brand to customer preferences and industry changes.

Be open to trying unconventional approaches to stand out (guerrilla marketing, or interactive campaigns).

Build a flexible brand identity that can expand into new markets, industries, or demographics without losing its core appeal. For this part, you need to make sure that the visual aspect of your brand's identity is based on a look and feel and not a trend. Trends come and go!

If you plan on expanding, do not add an element of what you currently do to your logo. An example would be a pizza shop adding pizza to their logo. If they start selling burgers as well, they would need to change that logo. Again, this is why it's important for your visuals to flow from a look and feel that's in sync with your brand voice and your brand personality.

Take Action

Implement and iterate. That's how you win!

Take Action

This is the part where I show you where to use the things we figured out through out this work book apart from your landing page.

1. Your **mission, vision and purpose statements** are tools that you can use to motivate yourself, customers and employees.
2. Use your **Mission statement** to help customers and employees to see why you are doing what you are doing;
 - Craft a brand mantra from your mission statement and use it to remind yourself and employees why you do what you do. Think about it like this. In the avengers endgame, the mission is to stop Thanos. When it's time to call everyone for battle, Captain America says "Avengers! Assemble!". Let's look at it from a branding POV. Nike for example, their brand mantra is "authentic sports apparel". A production manager at Nike trying to motivate his team to put in

the effort to produce stuff that would pass Q.C could say to his team. "we are about to start the days work guys. Always remember. We are Nike and we make authentic sports apparel."

- It also serves as a compass for prioritizing projects, partnerships, and business strategies.
3. Your **vision statement** can give a sense of purpose and belonging within the business, helping attract like-minded talent.
 4. Your **purpose statement** can also help attract talent.
 - It acts as the foundation for brand stories and campaigns.
 - Corporate Social Responsibility (CSR): The purpose statement drives initiatives that align with the brand's larger societal or environmental goals.

I'm not saying you should just plaster your **mission, vision and purpose statements** everywhere, I'm saying you have to let them reflect in the way you do things, the things you do and the things you say. Especially the way you market your brand. Marketing that shows why you do what you do attracts die hard customers. Think Nike, Redbull and the old Apple.

5. The **customer persona** you created makes running targeted ads easy. Especially online Ads.
6. Your **Brand voice** is used wherever you try to communicate. Newsletters, your website, a billboard, anywhere! Who do you think own's this error page message (Uh-oh, looks like the internet's taking a coffee break. Try again in a bit!), Apple or Mailchimp?
7. As for your **Brand's look and feel**, use that

Take Action

Everywhere! Think about how cartoons almost always wear the same clothes. It's part of the reasons why they are hard to forget.

8. Your **brand archetype** guides how the brand's story is told through campaigns, ads, and content marketing. A Hero brand for example might create stories about overcoming challenges, while an Explorer brand might choose to focus on adventure and discovery.
 - It influences the kind of customers you attract. A Caregiver archetype will most likely attract people seeking comfort and reliability.
 - It determines how the brand speaks. For instance, a jester archetype might be Witty and casual in the way they communicate.
 - It can also be used to influence employee behaviour and decision making while representing the brand.

9. Your **brand personality** can help you attract

talent that aligns with it. Here's a [podcast](#) episode where Noah Kagan, the founder of Appsumo talks about his own experience with this(watch between 5:38 to 12:00).

- It can help you understand if your brand fits into certain cultural moments and conversations.
10. Last but not the least, **the Brand story**. The brand's story can be used when building the landing page for your website. It will help you to clearly state what you do, who you serve, and what problem you solve.
 - You can use the framework in ads, emails, and videos to engage your audience emotionally.
 - You can also use it for your elevator Pitch.

Last words



I'm happy for you, you have the confidence to do what most people are scared to. My hope and prayer is for you to succeed. I'm also going to be very happy if this material helped you and I appreciate your feedback. Thanks for contributing to the lives of others by creating a solution that takes away their pains and frustrations. I'm Akwuiwu Onyemauchekwu Mel or just Mel, lol. And i wish you the best of luck!