

HBIC GUIDE'S

FROM IDEA TO EXECUTION

 in 30 days

Checklist: Day 3-6

Day 3-6

BRANDING

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- ☐ Your brand's target audience: Who are they? What do they need? What do they want? How do they act? What do they like? How do they like to be spoken to?
- ☐ Now think about your brand: What does your brand feel like? What does it sounds like? What does it smell like? If your company were a person, what type of person would that be? What would the person dress like?
- ☐ What fonts and colors most embody your brand's feel?
(based on the above)
- ☐ Write your positioning statement, it should go something like...
We offer [PRODUCT/SERVICE] for [TARGET MARKET] to [VALUE PROPOSITION]. Unlike [THE ALTERNATIVE], we [KEY DIFFERENTIATOR]. **e.g. Femme Decor's:** We offer home decor for women to feel chic and empowered. Unlike other sellers of pillows, prints, and mugs we keep our decor pretty yet affordable.

notes:

final thoughts

Your brand is how people perceive you wherever they interact with your business—both the impressions you can control and the ones you can't. In a nutshell, building your own brand essentially boils down to:

- Research of your target audience and your competitors.
- Pick your focus and personality.
- Write your slogan, positioning statement, and mission.
- Choose the look of your brand (colors and font)
- Design your logo + website.

Apply your branding across your business and evolve it as you grow.

While you might revisit some steps as you pivot your brand, it's important that you consider each aspect as you shape your brand identity.

Key resources:

**To create your logo and graphics for your website + social media:*

PicMonkey, Adobe Photoshop, Adobe Illustrator Draw

**For your website itself:* Wix.com, I have found Wix to be the best platform because it is easy to use and enables you to fully customize without having to learn coding.

Success and Blessings,
THE HBIC GUIDE 