



ENGAGING  
**SPEAKERS**

SPEAK Your Way To More Business!

# GLOBAL BRANDING KIT

**A brand  
for a company  
is like a reputation  
for a person.**

*-Jeff Bezos*

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## Discover Your *WHY*

The absolute best thing you can do for your business is to put into words exactly *WHY* you are going into business in the first place.

- Why do you offer this service or product?
- Why do you want to help in this way?
- Why are you starting now? or Why did you start at that time?
- Why are you still doing this?

Is your *WHY* in tune with the way you would like your company to be viewed? If not, what can you do to find that positioning again?

- Does my *WHY* have a deeper meaning than I am letting on?
- Does my team resonate with my *WHY*?
- Do my clients experience my *WHY* while working with my company?
- Do I have to reintegrate my *WHY* with my work?



## Discover Your *WHAT*

Having a clear description of services can help you, your team, and your clients *WHAT* exactly does your business do for your clients?

- What service or products do you offer?
- What is the quality of your services/products?
- What is the cost category: \$, \$\$, \$\$\$, or \$\$\$\$?
- What need does this satisfy for a client?
- What makes your product/service different than your competitors?

Having detailed understand of *WHAT* it is you offer allows you to create successful campaign strategies.

How might your offerings adjust in the future?

Knowing the direction you may take with the evolution of your products and services will allow you to create goals and steps towards becoming a well-rounded brand.



# Discover Your *WHO*

When creating an **avatar** it's important to understand, if you "do everything for everyone" you are truly doing nothing for anyone.

With that in mind, define your perfect client down to the finest details. You should be able to imagine this person fully down to the way they look and smell.

Why, you ask? Because this give you the ability to get into your clients thoughts, desires, daily activities, and habits – everything you need to know for a great marketing campaign.

## Personal Traits

Name:

Gender:

Age:

Marital Status:

Occupation:

Household Income:

Cultural Background:

Family:

Location:

Hobbies:

Favorite Genre:

Favorite Clothing Brands:

Health Lifestyle (Food):

Exercise

Friend Group:

Pets:

Education completed:

Strengths:

Weaknesses:



Needs:

Wants:

Favorite Movie:

Favorite Celebrity:

Role-Model:

Favorite Thought Leader:

### **Physical Characteristics**

Hair Color:

Hair Length:

Eye Color:

Skin Tone:

Height:

Weight:

Body Type:

### **Personal Goals**

Financial:

Spiritual:

Intellect

Physical:

Nutritional:

Travel:

Network:

Family:

Educational pursuits:

Hobbies/Skills:

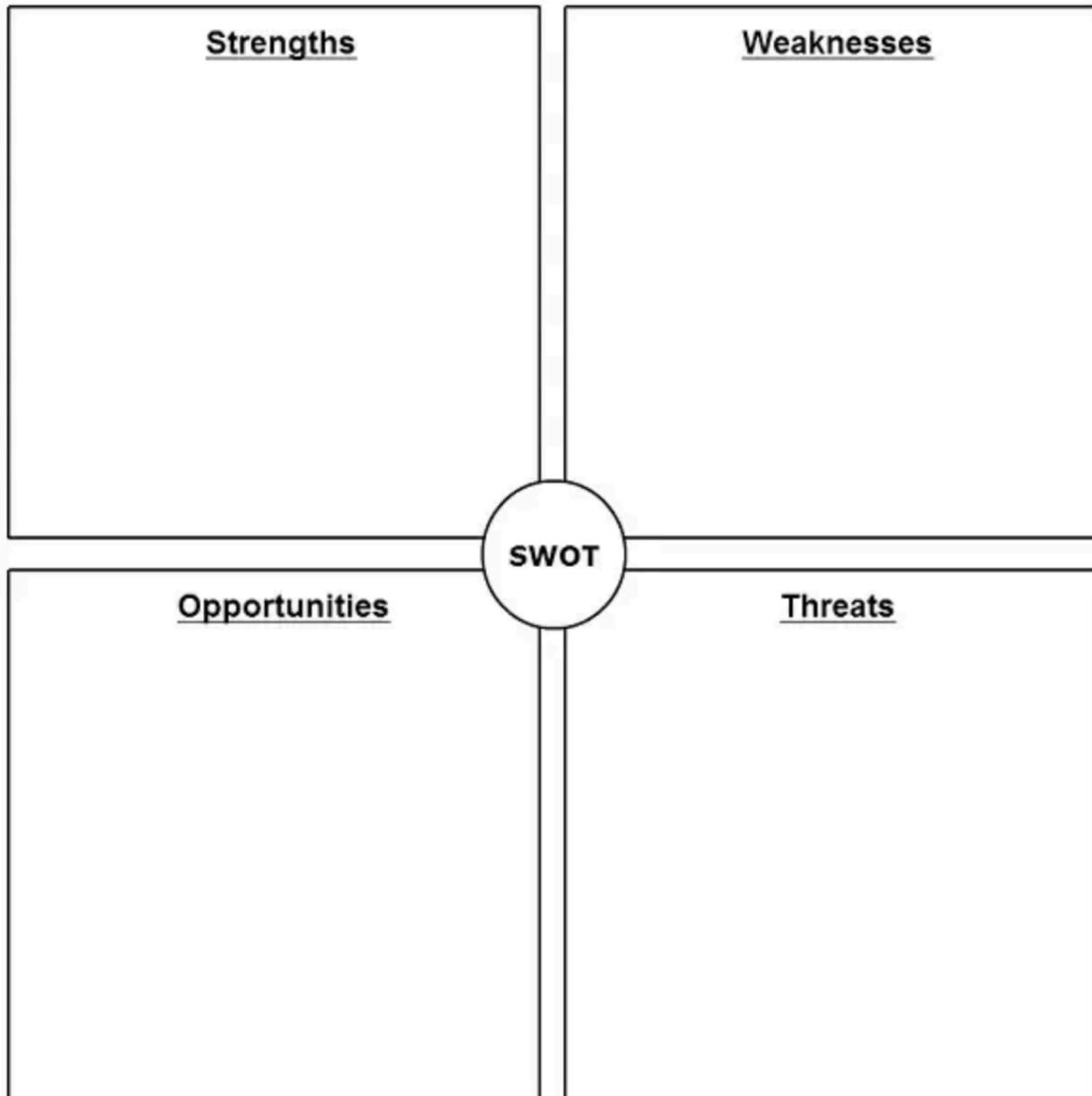
Personal Accomplishment:



# Discover Your *HOW*

How does your brand differentiate from other companies? How are you different in your processes?

A SWOT analysis chart exercises your understanding of how you will stand out.



You also want to ask yourself, “How would someone describe my brand’s personality?”

- How does my company relate with clients?
- How does someone describe my company to their friends?
- What are my brand’s values?
- What are some things my company would love to be affiliated with?
- What are things I don’t want it to be affiliated with?

It is just as important to know what you **don’t** stand for as what you **do** stand for.

All in all make sure your brand says in it structure, processes, and visuals all the things you have clarified in this branding kit. Utilize all the information you have provided to decide on colors, shapes, textures, and patterns that correlate with the energy you want to be creating internally and externally.

Most of all make sure that you and your team is open and will to have fun with the process. What you put into something is what you will get out of it.

Happy Branding!

