

# BUSINESS BRANDING THOUGHT STARTER SHEET



LIKE YESTERDAY  
MANAGEMENT

*building a brand foundation*

**YOUR BRAND VISION**  
WHAT DO YOU WANT TO BE KNOWN FOR?

*your brand - everything  
that you are  
and everything that  
people believe you to be.*

**YOUR BRAND MISSION**  
WHAT IS YOUR PURPOSE?

**YOUR FOUNDATION ASSETS**

SKILLS / CREDENTIALS

**YOUR BRAND MESSAGE**  
WHAT IS THE MAIN MESSAGE YOU WANT TO COMMUNICATE?

PASSIONS / INTERESTS

**YOUR BRAND PERSONALITY**  
WHAT VIBE WILL YOU PORTRAY?

CORE VALUES

# BUSINESS BRANDING THOUGHT STARTER SHEET



LIKE YESTERDAY  
MANAGEMENT

*defining your audience*

**YOUR IDEAL DEMOGRAPHIC**  
AGE, GENDER, LOCATION ETC

**IN YOUR BRAND, WHO DO  
YOU MOST WANT TO HELP?**

**DESIRES + ASPIRATIONS**  
WHAT DOES YOUR IDEAL NETWORK WANT?

**WHICH PEOPLE DO YOU  
WANT TO EMULATE + WHY?**

**#1 BRAND INSPIRATION**

**PAIN POINTS + CHALLENGES**  
WHAT DOES YOUR IDEAL NETWORK STRUGGLE WITH?

**#2 BRAND INSPIRATION**

**YOUR COMPANY INSPIRATIONS**  
WHAT COMPANIES DO YOU ADMIRE + WHY  
DO YOU WANT TO TAKE INSPO FROM THEM?

*your brand is  
greater than the  
company or  
organization you  
work or compete  
for - you decide  
how big it can be.*

# BUSINESS BRANDING THOUGHT STARTER SHEET



LIKE YESTERDAY  
MANAGEMENT

*developing a USP*

WHAT IS YOUR 'GENIUS ZONE'?  
THE SKILL THAT PEOPLE ASK YOU ABOUT.

WE ARE ONLY AS STRONG  
AS OUR WEAKNESSES...

**YOUR VALUE PROPOSITION**  
IF YOU COULD DO ANYTHING TO GROW YOUR  
BUSINESS - WHAT WOULD IT BE? DESCRIBE  
THE PROBLEM YOU WANT TO HELP SOLVE OR  
WHAT YOU WANT TO HELP PEOPLE TO  
ACHIEVE WITH YOUR GENIUS ZONE?

I NEED EDUCATION ON...

TRAITS I NEED TO WORK ON...

**YOUR UNIQUE SELLING POINT**  
WHAT WILL BE YOUR SELLING POINT TO  
FUTURE EMPLOYEES, GUESTS OR SIMILAR?

*knowing your  
strengths is  
intelligence,  
knowing your  
weaknesses is  
wisdom.*

# BUSINESS BRANDING THOUGHT STARTER SHEET



LIKE YESTERDAY  
MANAGEMENT

*setting an online presence*

## YOUR WEBSITE CHECKLIST TO MAKE IT WORK FOR YOU

*do you have a  
website?*

### DOES YOUR WEBSITE CONTAIN?

SECTION -  
PERSONAL LOGO

SECTION -  
USP HIGHLIGHT

SECTION -  
PHOTOGRAPHY

SECTION -  
SOCIALS/MEDIA

SECTION -  
TESTIMONIALS

SECTION -  
CALL TO ACTION

SECTION -  
ABOUT ME/CONTACT

SECTION -  
SERVICE/PRODUCT

SECTION -  
RESOURCES/  
PAST COLLABS

### THINGS TO THINK ABOUT

WHAT IS YOUR PERSONAL AESTHETIC?  
COLOUR PALETTE, TONE OF VOICE ETC.

DO YOU WANT TO BUILD AN EMAIL LIST FOLLOWING?

WILL YOU BE SELLING THROUGH THIS WEBSITE  
(E-COMMERCE INITIATIVES) OR JUST PROVIDING  
INFORMATION FO FURTHER CONVERSATION?

YOUR WEBSITE IS A  
DIRECT REFLECTION OF  
YOUR BRAND ETHOS.

#### WEBSITE TIPS

BUILDING PLATFORMS  
- SHOPIFY  
- WIX  
- SQUARESPACE  
- WORDPRESS

CHOOSE A TEMPLATE/PRICING  
PACKAGE THAT AESTHETICALLY  
SUITS YOUR BRAND + DOESN'T  
CONTAIN PLATFORM LOGOS.

#### WEBSITE TIPS

GET A CUSTOM URL AND EMAIL  
FROM GODADDY.COM +  
CONNECT TO YOUR WEBSITE.

USE CUSTOM WIDGETS +  
PLATFORM APPS TO MAKE  
YOUR WEBSITE STAND OUT!

DON'T OVERLOAD YOUR SITE  
WITH CONTENT- USE THE  
K.I.S.S METHOD.

#### WEBSITE TIPS

CONNECT YOUR WEBSITE TO  
YOUR SOCIAL PLATFORMS

ADD A POP UP OR EMBEDDED  
BUTTON TO A CALL TO ACTION  
OR EMAIL LIST SIGN UP

UTILISE SHORT HD VIDEO - IT  
HAS HIGH ENGAGEMENT RATES!

ADD GOOGLE ANALYTICS CODE.

# BUSINESS BRANDING THOUGHT STARTER SHEET



LIKE YESTERDAY  
MANAGEMENT

*defining an extended  
online presence*

## YOUR SOCIAL OUTREACH CHOOSE YOUR MAIN VISIBILITY PLATFORMS

*each platform can have a  
completely different brand  
building method or message*

### WHAT SITES WILL YOU UTILISE?

FACEBOOK BUSINESS PAGE	<input type="checkbox"/>	
TWITTER PROFILE	<input type="checkbox"/>	
INSTAGRAM BIZ PROFILE	<input type="checkbox"/>	
(INC. FEED, IGTV, REELS, & STORIES)		
LINKEDIN BIZ PAGE + PERSONAL PAGE	<input type="checkbox"/>	
PINTEREST PAGE	<input type="checkbox"/>	
YOUTUBE CHANNEL	<input type="checkbox"/>	
TIKTOK CHANNEL	<input type="checkbox"/>	
SNAPCHAT CHANNEL	<input type="checkbox"/>	

### BUILDING YOUR COMMUNITY

#### CONTENT CREATION OPTIONS

- SOCIAL PHOTOS
- SOCIAL VIDEOS
- BLOGGING
- GUEST BLOGGING
- PERSONAL PODCAST
- PODCAST INTERVIEWS
- BUSINESS ARTICLES
- LIVE VIDEOS/COLLABS
- REELS / TIKTOK'S

#### EXTENDING COMMUNITY

- PAID ADVERTISING (SOCIAL)
- AMBASSADOR/INFLUENCER ONGOING CAMPAIGNS
- JOINT VENTURE COLLABS
- SOCIAL MEDIA GROUPS
- LIVE EVENTS/POP UP'S
- GROUP COACHING / 1-ON-1
- INTERVIEWS (PRINT, RADIO, TV, SOCIAL, BIZ EVENTS)

### THINGS TO THINK ABOUT

INFLUENCER PLATFORMS LIKE THERIGHTFIT AND TRIBE CAN HELP TO ALIGN YOU WITH INFLUENCER OPPORTUNITIES, AND COLLABOSAURUS CAN HELP WITH B2B CREATIVE COLLAB OPPORTUNITIES.

DON'T OVERLOAD YOUR TIME WITH MANY CHANNELS YOU CAN'T MANAGE - CHOOSE 2-4 YOU CAN EFFECTIVELY MANAGE AND MAXIMISE GROWTH.

#### MONITORING + MAXIMISING

TOOLS SUCH AS GOOGLE ALERTS, FACEBOOK INSIGHTS, ICONOSQUARE, INSTAGRAM INSIGHTS + OTHERS CAN HELP TO ALERT YOU OF MENTIONS, DEMOGRAPHICS + MORE.

GROWTH + SCHEDULING TOOLS SUCH AS LATER, MASSGROWTH, SOCIALBASE, + HOOTSUITE CAN HELP TO BUILD QUICKLY.

# BUSINESS BRANDING THOUGHT STARTER SHEET



LIKE YESTERDAY  
MANAGEMENT

*creating a content strategy*

**YOUR SOCIAL OUTREACH  
CHOOSE YOUR MAIN VISIBILITY PLATFORMS**

*what kind of content do  
you want to create to  
build your brand and grow  
your audience?*

CONTENT TOPIC IDEA GENERATION	CONTENT TYPE	PLATFORM

## THINGS TO THINK ABOUT

**WORK OUT YOUR 'SOCIAL TREE' AND HOW TO CAPITALISE ON YOUR CONTENT CORE VALUES.**

**FOR E.G. IF YOUR CORE CONTENT IS SKINCARE, YOU COULD BRANCH OUT INTO FASHION, MAKEUP, LIFESTYLE, AND TECH TOOLS (WHICH CAN ALL BE RELATED BACK TO YOUR CORE VALUE), DEPENDENT ON THE MARKETING STORY YOU PITCH.**

## BEST PRACTICES

**CREATE A CONTENT CALENDAR THAT SUPPORTS AN ARRAY OF LIGHT HEARTED MATERIAL EG QUOTES, IF APPLICABLE SALES PROMO MATERIAL, LIFESTYLE MATERIAL, CORE VALUE MATERIAL + COLLAB MATERIAL. USE TRENDING HASHTAGS, A COMBO OF TAGGED VIDEO + PHOTO CONTENT, AND POST AT OPTIMAL FOLLOWER TIMES.**

# BUSINESS BRANDING THOUGHT STARTER SHEET



LIKE YESTERDAY  
MANAGEMENT

*making it happen*

## SETTING YOUR GOAL INTENTION

I WILL...

IN ORDER TO...

BY...

## LAYERS TO REACHING YOUR GOAL

OUTLINE THE STEPS TO BE TAKEN TO REACH YOUR GOAL

- 1.
- 2.
- 3.
- 4.
- 5.

START WITH SMALL BRAND  
GOALS + BUILD GRADUALLY

## MAKE YOUR GOAL S.M.A.R.T

- |          |            |
|----------|------------|
| <b>S</b> | SPECIFIC   |
| <b>M</b> | MEASURABLE |
| <b>A</b> | ACHIEVABLE |
| <b>R</b> | RELEVANT   |
| <b>T</b> | TIME BOUND |

## SETTING YOUR GOAL TIMELINE

SPECIFY YOUR DATES AND CALENDAR NOTES

## LOOK TO YOUR NETWORK

WHO CAN SUPPORT ME,  
ASSIST ME, MOTIVATE ME  
OR GUIDE ME WITH GOALS  
THAT ARE UNFAMILIAR OR  
NEW TERRITORY TO ME?

WHO AM I CONNECTED TO,  
OR WHO CAN CONNECT ME  
WITH PEOPLE THAT WILL  
HELP ME REACH MY GOAL?

## MEASURING YOUR GOAL

HOW WILL YOU DEFINE THE SUCCESS OF YOUR GOAL?

*remember your  
brand is something  
you're constantly  
building because  
it's the  
affirmation of who  
you are and what  
you love to do.*

# BUSINESS BRANDING THOUGHT STARTER SHEET



LIKE YESTERDAY  
MANAGEMENT

*extra note sheet*

A series of 20 horizontal light gray bars for writing notes.