



BRAND DISCOVERY WORKBOOK

Build a successful brand from the ground up with our
Brand Discovery Workbook!



www.desertfoxdesign.ca

WELCOME

“YOUR BUSINESS *is the* BODY,
YOUR BRAND *is the* SOUL.”

- Ashley Chymiy

Your brand is the story behind your business and it deserves to be told. It's how your audience perceives you and how you make them feel. Brand strategy one of the most important assets to your business as it aligns you with your target audience and differentiates your brand in the market. It is the art and science of identifying, communicating and building a strong foundation for your business to succeed long term.

If you're looking at ways to increase your brand awareness and boost sales, the first step is to understand your audience on a deeper level and start to build an emotional connection rather than just trying to sell to them. People these days don't just want to buy a product, they want to buy an experience. One of the best ways to start cultivating an emotional connection with your audience is to uncover their pain points, frustrations, and the problems they wish to solve.

This workbook is designed to help you in articulating your brands story, and define your core values as well as uncovering your strengths in order to position yourself uniquely in the marketplace! Enjoy diving into your business and filling out this workbook, I'm proud of you for taking this step to elevate your brand!

xo Denise

DESERT FOX DESIGN

01. DISCOVERY

To gain a better perspective of your brand, a discovery will uncover your strengths, weaknesses and also identify your most valuable brand offerings in relation to customer needs.

What is your story?

Storytelling is a powerful tool to connect with your audience. Who are you? What got you started? Your brand story should be authentic, meaningful, honest and transparent.

What is your purpose?

Why does your brand exist beyond making money? Be clear about who your brand is and why you do what you do. Your brand purpose is meant to connect with customers on a more emotional level.

What is your vision?

What does your brand aspire to do and where is it heading? How do plan to deliver value to the world in order to help create a better future?

01. DISCOVERY CONT'D

What is your mission?

What are you here to do? Should be an action oriented statement including your brands core function and goals.

What are your values?

What are your guiding principals that shape your brand? How will you use them to dictate your mission, vision and purpose throughout your brand messaging and marketing?

What is your tagline?

Your tagline should be a short and sweet sentence that articulates your brand story.

02. TARGET AUDIENCE

This group of people are the most likely to have interest in your products or services. Marketing to them directly rather than trying to appeal to everyone will result in a more effective brand strategy.

Who is your ideal client/target audience?

Be specific and think of personality types, values, interests, lifestyle choices, location, likes and dislikes.

What needs, challenges and frustrations do they have?

What are your ideal customers pain points? How will you help solve their problems and answer their questions?

What is the desired action of your target audience?

What is the goal when prospective clients interact with your brand? Do you want them to buy a product or service? Subscribe to your newsletter? Book a discovery call? By determining what your goals are, you can formulate your messaging and marketing accordingly.

03. COMPETITOR ANALYSIS

By executing a competitor analysis you will better understand your competitors' strengths and weaknesses in comparison to your own and to find a gap in the market and differentiate your brand.

Who are your competitors?

What products and services are they offering? What is their brand look and feel? Do they have a similar target audience? What is their pricing? What channels do they market their services?

What is your competition doing well? What could they improve on?

Identify the strengths and weaknesses of your competitors. What are they doing that you admire that makes them successful? What could they do better?

What sets you apart from the competition?

What services and benefits are you offering that make you unique? What are your specific strengths? How does your customer experience set you apart?

04. BRAND MESSAGING

Establishing your brand messaging will help establish a consistent tone & voice throughout all your marketing materials including website, blog posts, and social media.

How do you want your audience to perceive your brand?

How do you want to connect with your audience on an emotional level? What feelings do you want to evoke in your audience when they interact with your brand?

What is your value proposition?

What adjectives would you use to describe your brand? What is the promise of value you will be delivering to your customers? It should convince customers how your product or service is better than others on the market.

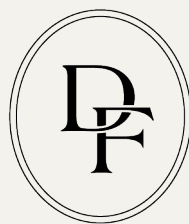
How do you want to talk about your brand?

What messaging do you want to convey and what language do you want to use to make buyers relate to your brand? Give your customers something to be excited about and tell a coherent story throughout your content creation.



THANK YOU!

We hope you enjoyed filling out our workbook.
More branding freebies coming soon!



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