



**BRAND  
PLATFORM + MESSAGING  
WORKBOOK**



*10 days to know your brand...  
inside and out.*

[www.studiokeyes.com](http://www.studiokeyes.com)

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# ABOUT STUDIO KEYES



My name is Christa Timil and I am a brand designer and strategist and the one-woman force behind Studio Keyes.

Studio Keyes grew out of a desire to empower small businesses that were in the process of just starting or looking to grow to the next level. These businesses had passion but it wasn't being translated into their brand. I decided to help these businesses define and present their company in a way that was reflective of both the passion they had and the commitment to the values that shaped who these companies were.

My philosophy is entrepreneurship is attainable for anyone who wants it and is willing to put in the work. I guide entrepreneurs in this work by helping them understand the process of building a successful brand and designing intentional visual identities for them.

It is my sincere hope that you use this workbook to dig deep and really get to know your business and define where you want to take it. Branding is about more than a logo and color palettes; It is about how people perceive your business. People trust business' that share their same values. But if you aren't putting forth a clear and consistent message of what those values really are, how do you expect for anyone to be loyal to your business? Branding is understanding what your values are so you can present them to the world and attract the potential clients who resonate with your message.

While completeing this workbook be sure to take your time, reflect on what's important and have fun with it!

I believe in you. You got this!



# MAKE A PLAN. WORK THE PLAN.

*Your brand platform is the plan of how you will operate and grow your business.*

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# MAKE A PLAN. WORK THE PLAN.

*Your brand messaging is how you will communicate what you do and how you do it with the world.*

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*"If people believe  
they share values  
with a company,  
they will stay loyal  
to the brand."*

**Howard Schultz**  
Executive Chairman of Starbucks

# DAY 1



## Values

What are your business' values?

*What values do you prioritize in your business? Keep your list between 3-10 words or phrases.*

A large, empty light blue rectangular area intended for writing the business values.

# DAY 2



## *Positioning*

Who is your target audience?

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What industry or category is your company in?

A large, empty light blue rectangular area intended for writing the answer to the question 'What industry or category is your company in?'

What is the benefit your product or service provides?

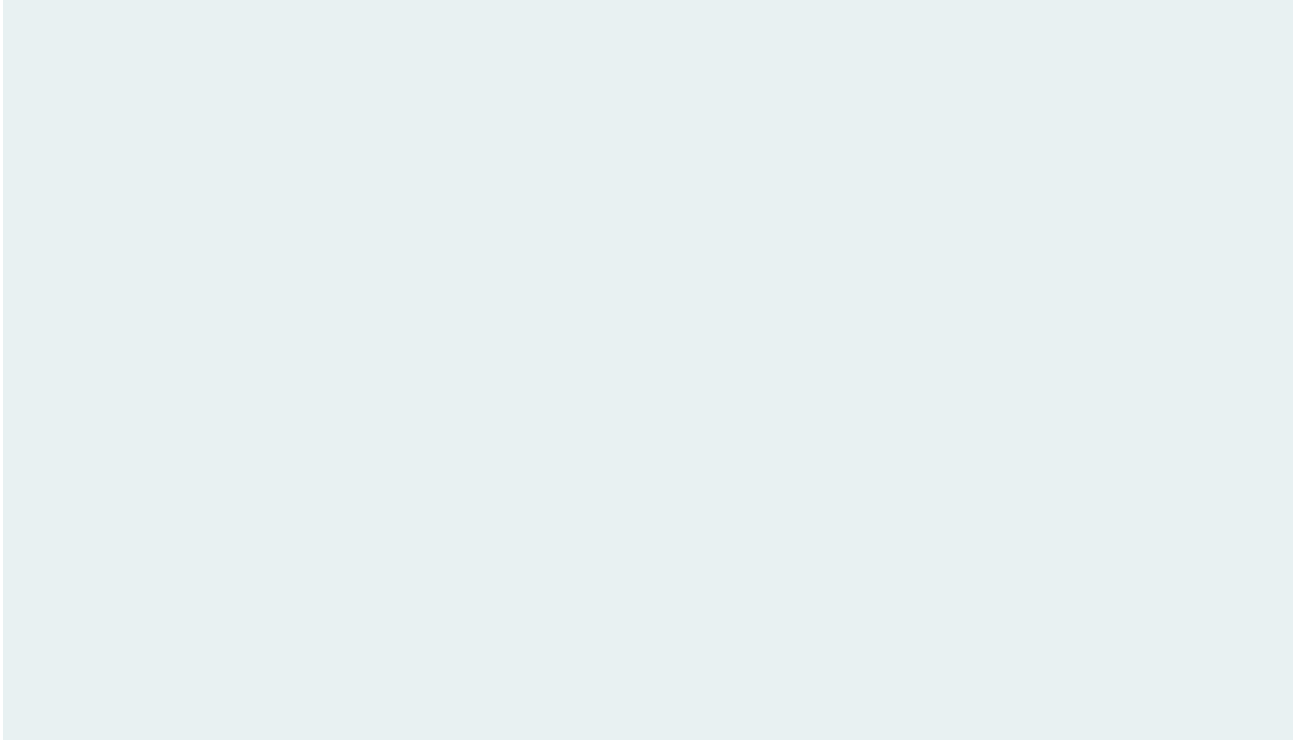
A large, empty light blue rectangular area intended for writing the answer to the question 'What is the benefit your product or service provides?'

# DAY 2

*continued*

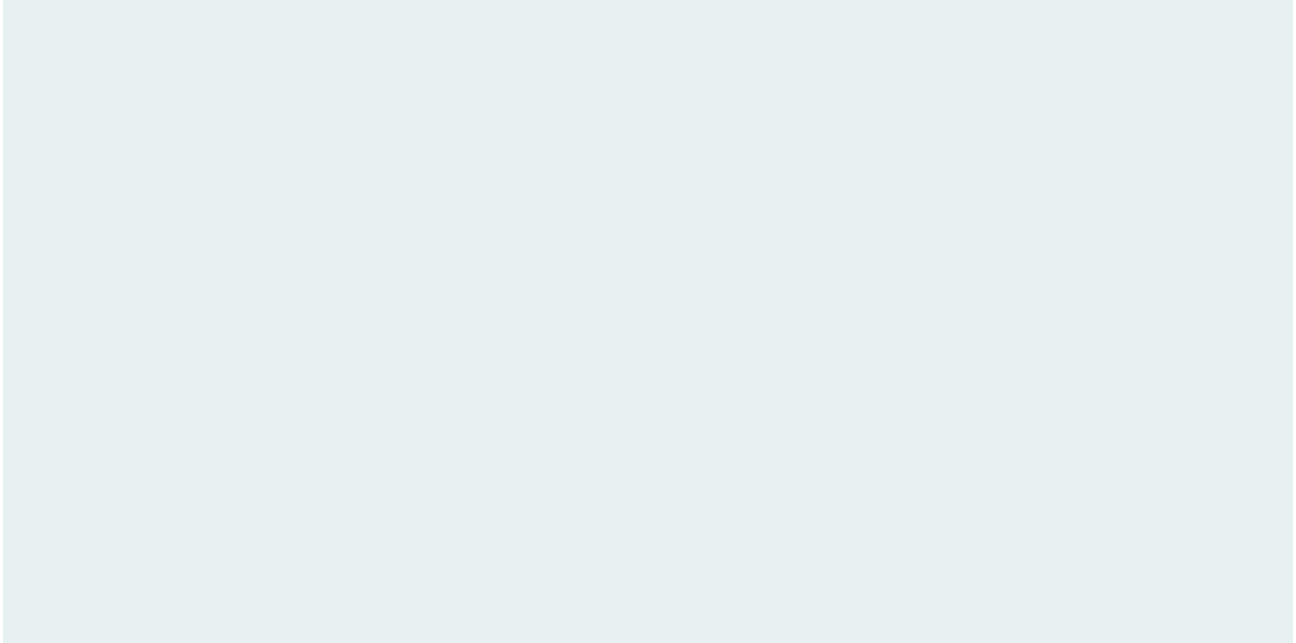
## *Positioning*

Why should people believe in or support your product or service?



### Positioning Statement

*You should be able to answer this in one sentence using language that is easily understood by your target audience and is natural for you.*





# DAY 3



## Story

How was this business started?

*Discuss how the problem you solve gave birth to the business.*

DAY 4

Mission

Why does this business exist?

*What do you do? Who do you serve? How do you serve them? This should be only 1-2 sentences.*

# DAY 5

## Vision

Where do you ultimately want to take your business?

*What are your dreams for the future? What "greater-good" problem are you working towards solving? Who and/or what are you inspiring to change? This should be no longer than 1-2 sentences.*

"

## DAY 6

# Name & Tagline

What is the name of your business?

*Do people get a sense of what your company is about from the name?*

What is the business' tagline or motto?

*The tagline should be a call to action. Something your business will help them do or accomplish.*

# DAY 7

## Spell out Your Purpose

What do you do? Why does it matter?

*You should be able to answer this in one sentence using language that is easily understood by your target audience and is natural for you.*

What change are you trying to create in your clients?

*The change should be about the process i.e. what are your clients learning, how will your service or product make them better? Again, one sentence, target audience language, natural language.*

What impact do you want to have on your clients?

*The impact should be the end result. Because of the change in the last question your clients are now able to do or have what?*

# DAY 8

## Describe Your Perspective

How does your brand fascinate?

Take the "How To Fascinate" Brand Test\*. What were your results?

\* <http://www.howtofascinate.com/brand-fascination/assessment>

What is your brand's personality?

What specific approach do you use with your clients?

Many other companies may provide the same service or product that you do but you are the expert in the way you do it. Describe what your method or approach is.

# DAY 8

*continued*

## *Describe Your Perspective*

How do you guide them through the change you are trying to create?

What result determines success when working with a client?

# DAY 9



## *Know What Problem You Solve*

What problem do you solve?

A large, empty light blue rectangular area intended for the user to write their answer to the question 'What problem do you solve?'.

Who do you solve this problem for?

A large, empty light blue rectangular area intended for the user to write their answer to the question 'Who do you solve this problem for?'.



## DAY 10

# Organize Your Brand Messaging

Purpose + Perspective + Problem Solved

*You should write this using language that is easily understood by your target audience and is natural for you.*

# YOU DID IT!



I am so incredibly proud of you! You really dug deep and got to really understand your brand. You really stepped up and defined what you want your brand to be. And once you implement your brand platform and messaging consistently you will attract your ideal clients and connect with your tribe.

You are so super amazing & I feel so fortunate that I get to play a small part in you building the brand of your dreams. Please email or find me on social media & let me know how this workbook has helped you & any feedback I can use to make it better.

[info@studiokeyes.com](mailto:info@studiokeyes.com)

IG: @StudioKeyes

FB: Studio Keyes

