

THE ULTIMATE BRANDING GUIDE

Hi, I'm Rose-mari, your Fairy Brand-Mother.
I wanna help you **build an amazing brand** that makes your business stand out in the best possible way and that gives you your happily ever after in business.

I made this branding guide for all businesses that struggles with **standing out and being their best versions.**



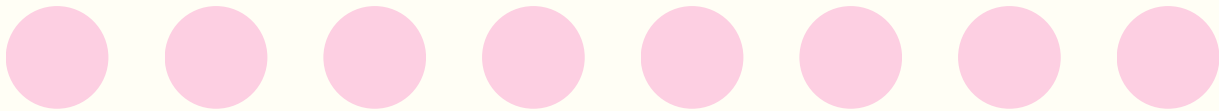
STEP 1

Know your story

Your brand is the story, and marketing is the telling of the story.

Every business is telling a story to their customers.

You should know what story you are telling. But sometimes it may not be clear what story you are telling.



If this is true to you, then this is what you should do:

- Look at your website, what specific words are you using?
- What are you saying on other platforms in form of words, pictures and videos?
- What does it add up to? If you were the customer, what would you think of the business?

Dig deep, what is it that you truly offer to your customers/guests?

- You want to amplify that thing you are amazing at, and you don't need to write about all the other stuff.
- Your messaging (words, pictures and videos) is part of your story and therefore your brand.

How to tell a story you want to be telling:

- Words matter! Choose the ones that will create the experience your customer is looking for.
- This is the key: the perceived value. This is where you create the diamond in the rough. Polish that silver. You have something unique, I'm sure about it, and this is where you use that and put it everywhere in batches. It could be like leaving clues here and there. Let's say you have a unique decor, then blast pictures of that and the vibe it's creating. Or you have an award-winning kitchen, then this is what you should repeat in all the channels.

We believe that if we repeat our message it will be boring to read/follow us.

It's the complete opposite actually.

Repeating messaging about your superpower is what will lead to success.

It's science actually. We like to read what we already know.

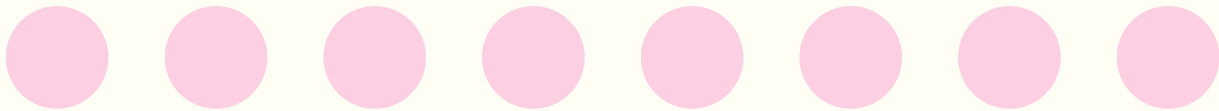
You can repeat the message just adjust the angle a little bit.

STEP 2

Identify your unique place in this world

This is all about looking inwards and not looking at what others are doing.

You need to find the core of your business. Start with: the vision, mission, values, and purpose. Then add passion and that special field you might have. These all should spark joy and be in alignment.



What is it that you are crushing at?

- Look at your track record, do you have awards or are customers mentioning any specific thing they love?
- What is flowing for you in business? We all have these superpowers where work comes naturally, these are the areas you can really shine in.
- Also look at the bigger picture, do you have a special purpose for doing business? Perhaps you want to make people more healthy and happier or you want to put more smiles in the world?

Is it something that only you do/have?

- If yes, congrats, if not don't panick, you have to build it up anyway.

How to tell a story customers wanna hear:

- Always ask yourself, why would the customer wanna have/do this?
- The focus should ALWAYS be on what the customer will get from using/buying your stuff. And you need to build more around it than just the actual stuff.
- Perceived value comes into play again, you wanna speak to what experience and transformation the customer will have from using your product or service.
- Put spotlight on the bigger picture as well, people loves to be part of something bigger and especially if that aligns with their passions.

To be a great storyteller is to understand the basic need all humans have: to connect. We all want to connect with someone, or something and to be part of something bigger than ourselves. If you can tell a story that does that your customers will connect with your brand easier!

STEP 3

Know your customer

Time to get your Sherlock on and investigate!

You can start with the demographics, like age, gender, job etc. and then move onto the psychographics. You need to look into: personality, emotions, behaviours, attitudes, interests, lifestyle and values. I recommend you spend a day eavesdropping at a place your target customer hangs out just to hear them talk and interact.



Who are they?

- You might already be working with your ideal client, then start to pay attention to the traits that person holds. Can you pin down any common traits?
- Pay attention to people in general, there are certain things that usually are the same for different age groups and genders.
- Be active in Facebook groups, eavesdrop at the grocery store and do market research: the more you know – the better!

What do they want?

- This is all about their problem they are looking to fix. In many cases they are looking for a solution to a certain problem.
- You need to understand what underlying thing you solve with your product or service.

How can you help?

- Spend some time brainstorming ways your product or service makes their life better.

The customer is always looking for ways to add value or improve their lives in some way. If you can understand what they want to improve and for what reason you come closer to finding a way to speak to that.

This makes communication much more effective because they will feel like you understand them.

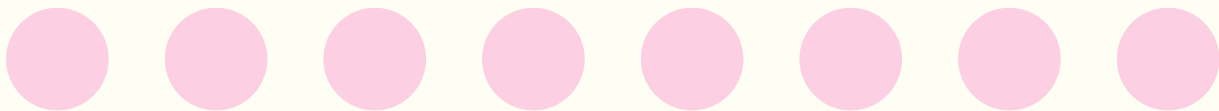
STEP 4

Build a brand persona

Say hello to your new best friend!

Put together what you got and build a brand persona that speaks directly to your dream customer. And the more specific you are, the better!

This is where you craft the specific tone of voice your brand will have. It should match the energy from all the parts your business has and speak directly to your target customer.



How should you speak?

- Your brand's tone of voice is a combination of your core values, keywords that your brand stands for and specific intel that you found works good with your dream customer.
- Try a specific tone out with your dream customer and see how they react and how it feels.

What is the story of your dream customer?

- How does a day in their life looks like? Who do they spend their day with? What do they like/dislike?
- Build a story of your customer and make that person feel like a real person using the info you gathered about them.

How do you make their life better?

- What specific part of their life does your product or service improve for them? And in what way? Describe this but in reverse, how the lack of you in their life has an impact in their story.

Building a persona can be seen like writing a short story about a person you would love to help. This persona is for your eyes only so don't feel like it has to be perfect, start somewhere and then build on it!

STEP 5

Build the brand

Let the creative juices flow!

Now it's time to start building a brand you and the customers love. This is where all the stuff that makes your brand meet and comes together beautifully.

By now you know the story, the direction for your brand, the customer, and how to speak. What's left is the visuals to bring this baby out in the world!



Looking fab!

- Start a Pinterest board where you collect images of the kind of style and vibe you like and can see the customer connect with. This board is for inspiration and to get a visual taste of the vibe you want to create.
- Use the keywords you collected and combine them all in a mindmap for a collected view, you want to get a sense of what you're looking for.
- Ask yourself: is this vibing with my direction and the customer?

Show up with confidence!

- Pick 3-6 colors that you feel aligns with everything. And check color contrast for visibility!
- Pick 1-3 fonts, and then stick to them. You can always change later but being consistent is key.
- Now you're off to a great start and can later add stuff that will elevate your brand even more!

Bonus!

- You can make your own templates in programs like Canva and Adobe Express that will work great for things like Instagram stories etc.

The key to a successful brand is to combine all that info you gathered and put a creative spin on it, or to say, your special sauce in the mix. You bring something truly unique to the world so be sure to add that in your brand!



AMAZING BRAND STRATEGY CHECKLIST

- You know what story you're telling.
- You have the core of your business beautifully spelled out.
- You know your superpowers.
- You know your customer inside out.
- You have made a brand persona.
- Your tone of voice is vibing!
- You have picked 3-6 colors.
- You have selected 1-3 fonts.
- You have now completed this checklist, amazing you!

AMAZING!

P.S remember this is foundational work, so it will take some time and effort getting this right for you.


But if you do the work it will pay off: in time, money and success.

P.P.S If you thought this was fun, or if it gave you heartburns, I can help you to put all the pieces together and give you a ready to use plan for your business.


Either way, build that amazing brand and shine on!



Follow me on Instagram or LinkedIn for more brand strategy and design tips!

 studiorosa.se

 Rose-mari Kättström

 [http//studiorosa.se](http://studiorosa.se)


STUDIO
ROSA

For your happily ever
after in business

BRAND STRATEGY - AND DESIGN

