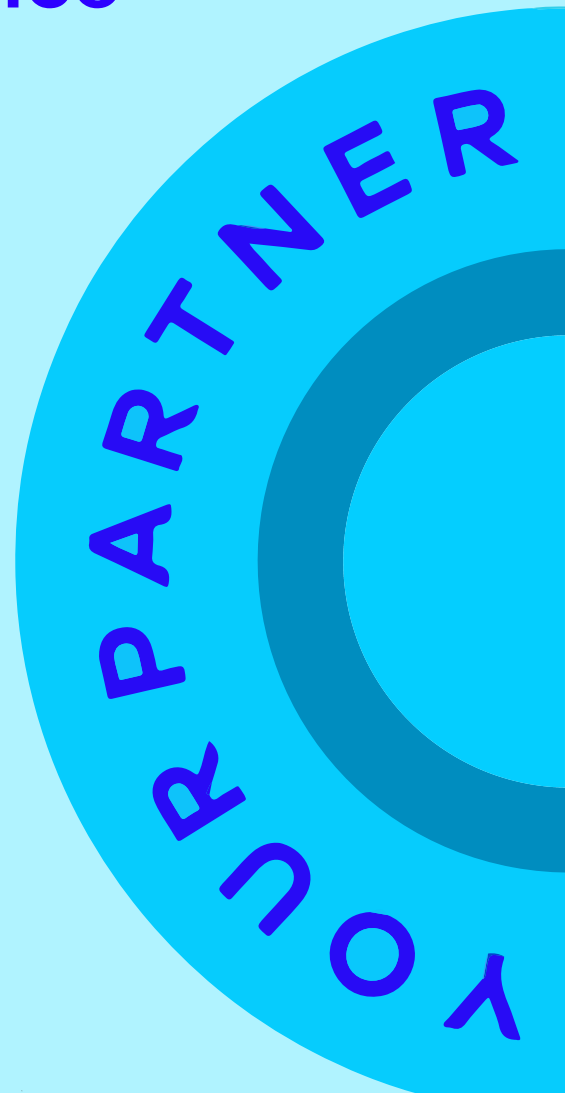


CREATED BY PLATINUM99

Brand Experience Workbook



WWW.PLATINUM99.COM

Does your brand identity match the value of your business?

GONE ARE THE DAYS WHEN A BRAND MEANS A LOGO.

It's time to understand what the value of a beautiful and strategic brand will bring to your business.

When a brand is implemented successfully across all platforms— web design, marketing materials, social media, packaging— your audience will walk away with a positive impression of your business that will keep them coming back for more. It's not only about creating something beautiful, it's about creating a lasting impact on your audience.

TAKE SOME TIME TO FILL THIS WORK BOOK OUT INTENTIONALLY.

Be completely honest with yourself and your answers. This workbook is meant for you to reflect on the current state of your business's identity — no judgments attached.

Your Business

WHAT DO YOU DO?

HOW LONG HAVE YOU BEEN IN BUSINESS?

WHAT IS YOUR CLEARLY DEFINED MISSION STATEMENT?

This is the meat of your business; your "why". It should reflect who you serve and how you serve them.

WHAT PARTS OF YOUR BUSINESS DO YOU CURRENTLY FEEL 100% CONFIDENT IN?

- | | |
|---|--|
| <input type="checkbox"/> My brand | <input type="checkbox"/> The look and feel of my brand across all platforms (web, print, social) |
| <input type="checkbox"/> My business message | |
| <input type="checkbox"/> My website | |
| <input type="checkbox"/> How I speak to my audience | |

Other:

WHAT PARTS OF YOUR BUSINESS COULD YOU IMPROVE UPON?

- | | |
|---|--|
| <input type="checkbox"/> My brand | <input type="checkbox"/> The look and feel of my brand across all platforms (web, print, social) |
| <input type="checkbox"/> My business message | |
| <input type="checkbox"/> My website | |
| <input type="checkbox"/> How I speak to my audience | |

Other:

Your Brand

HOW WAS YOUR CURRENT BRAND CREATED?

DIY project, premade logo, professionally done, family member, etc.

WHEN YOUR BRAND WAS CREATED, WAS THERE STRATEGY BEHIND THE DESIGN?

Target audience, industry competitors, business longterm goals, etc.

DO YOU FEEL THAT YOUR CURRENT BRAND VISUALLY REPRESENTS YOUR BUSINESS ACCURATELY? IF SO, LIST WHY AND HOW.

WHAT DOES YOUR CURRENT BRAND INCLUDE?

Logos, variations, marks, illustrations, color palette, typography, etc. List everything you can think of!

DO YOU FEEL CONFIDENT IN YOUR BRAND— IN HOW IT LOOKS, HOW YOU UTILIZE IT, AND HOW YOUR AUDIENCE PERCEIVES IT? IF SO, LIST WHY AND HOW.

Your Voice

DOES YOUR MISSION STATEMENT AND VOICE SET THE TONE FOR YOUR ENTIRE BRAND? IF SO, WHAT IS THE TONE?

What is the vibe of your brand voice? Bubbly, sophisticated, feminine, friendly, etc.

LIST EVERYWHERE THAT YOU SHARE YOUR MESSAGE AND YOUR VOICE

Think social media, packaging, marketing materials— anywhere your audience sees your business.

DO YOU FEEL CONFIDENT THAT YOUR VOICE IS CONSISTENT THROUGHOUT ALL OF THE PLATFORMS THAT YOU LISTED ABOVE?

DO YOU FEEL CONFIDENT THAT YOUR CURRENT VOICE IS SPEAKING DIRECTLY TO YOUR IDEAL AUDIENCE? IF SO, HOW?

Your Website

HOW WAS YOUR CURRENT WEBSITE CREATED?

DIY project, template, professionally done, family member, etc.

WHEN YOUR WEBSITE WAS CREATED, WAS THERE STRATEGY BEHIND THE DESIGN?

Branding, target audience, imagery style, industry competitors, business longterm goals, site map etc.

WHAT PARTS OF YOUR BRAND IDENTITY DOES YOUR WEBSITE INCLUDE?

Logos, variations, marks, illustrations, color palette, typography, etc.

DOES YOUR WEBSITE ALIGN WITH THE LOOK AND FEEL OF YOUR BRAND? IF SO, LIST HOW?

DOES YOUR WEBSITE ACCURATELY AND SUCCESSFULLY CONVEY YOUR BRAND VOICE AND MESSAGE?

DO YOU FEEL CONFIDENT IN YOUR WEBSITE— BOTH IN HOW IT LOOKS AND HOW IT ENGAGES YOUR AUDIENCE?

DOES YOUR WEBSITE BRING YOU BUSINESS?

Brand Experience

WHEN YOUR AUDIENCE COMES ACROSS YOUR BUSINESS, WHAT IMPRESSION DO YOU THINK THAT THEY WALK AWAY WITH?

This could mean stumbling across your website, your Instagram, your storefront, your brochure, etc.

BASED UPON YOUR CURRENT BRAND AND WEB DESIGN, IF YOUR AUDIENCE DESCRIBE YOUR BUSINESS IN THREE WORDS, WHAT WOULD THEY BE?

DOES YOUR CURRENT BRAND, WEBSITE, AND VOICE PORTRAY YOUR BUSINESS IN THE WAY YOU WANT IT TO BE PORTRAYED?

EXPLAIN YOUR ANSWER ABOVE. IF YES, HOW? IF NO, WHAT COULD BE IMPROVED?

The hard questions are finished!

LET'S TALK ABOUT THE FUN STUFF: YOUR DREAMS AND GOALS!

It's always important to keep these things in mind as you're working on your business because these are the things that keep you passionately determined to succeed. Write them down, think about them in every decision that you make, say them out loud, do what you need to do to keep them top of mind!

AGAIN, ANSWER THESE QUESTIONS HONESTLY, WITH ABSOLUTELY NO JUDGMENT ATTACHED.

Your Goals

IDEALLY, WHERE DO YOU WANT TO SEE YOUR BUSINESS IN 1 YEAR?

WHERE DO YOU WANT TO SEE YOUR BUSINESS IN 5-10 YEARS?

OUTSIDE OF YOUR BUSINESS, IDEALLY, WHERE DO YOU WANT TO BE IN YOUR LIFE 5-10 YEARS DOWN THE LINE?

Think personal! Family, house, daily life routine

HOW DO YOU WANT YOUR BUSINESS TO SUPPORT THAT IDEAL LIFESTYLE?

WHAT ARE THE STEPS THAT YOU ARE GOING TO TAKE IN ORDER TO MAKE YOUR IDEAL BUSINESS GOALS AND IDEAL LIFESTYLE A REALITY?

Be as specific as you can! What can you do for your business so that it will lead to your ideal lifestyle?

Let's work together to create a complete brand experience for your business that you can be confident in.

AFTER FILLING OUT THIS WORK BOOK, WERE YOU LEFT WITH MORE QUESTIONS THAN ANSWERS? LET'S TALK!

In order to have a brand that lasts, it's important to take a look at every aspect of your business— identity, website, voice & message. Keeping these things consistent and cohesive will create a solid foundation for your business to flourish and for your audience to connect with.

THE BRANDING PROCESS WITH PLATINUM99 COVERS EVERYTHING IN THIS WORKBOOK SO THAT YOU CAN FOCUS ON YOUR EXPERTISE.

We understand the strategy that needs to go into each brand and web design so that your business is set up for lasting success. We want to make sure that result of this process will support you in achieving your ultimate business goals.

IF YOU'RE READY TO INVEST INTO A BEAUTIFUL BRAND EXPERIENCE FOR YOUR BUSINESS, FILL OUT THE CONTACT FORM ON OUR WEBSITE, BOOK A CALL, AND LETS CHAT ABOUT YOUR NEEDS!

marketing@platinum99.live