

# HOLISTIC BRANDING

## Part 1 : Strategy

### Brand Values

Write down 3-5 values that are most important to convey in your branding, and WHY they are important. Remember, these values might be different than your personal values, even if you have a personal brand.

**What's your Brand's Personality?** Check some words that describe the *feeling* you want your brand to evoke:

Adventurous	Direct	Reliable
Ambitious	Earthy	Romantic
Artistic	Elegant	Serious
Bold	Empathetic	Sophisticated
Carefree	Friendly	Sustainable
Cheerful	Honest	Timeless
Classic	Independent	Trustworthy
Committed	Innovative	Unconventional
Daring	Modern	Visionary
Determined	Responsible	Whimsical
		Wholesome

**Or write down some of your own words/ phrases!**

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### **Who is your DREAM CLIENT?**

Maybe you've already worked with this person, so you can easily conjure them in your mind, or maybe you just have an idea of who they are- their profession, their values, their demographics, etc.

Ultimately, you will probably have more than one "dream client" avatar- perhaps one for each product/ service you offer. But for now, let's focus on just 1 main avatar:

Gender:

Age Range:

Job/Interests:

Income range (Current or Desired):

What "problem" do they have that **you** can solve? What transformation can you help them achieve?

Write any other notes about this person, their values, goals, likes/ dislikes, etc.

### **Brand Voice & Tagline**

Taking into account your brand's values & personality + your dream client's values & goals, what is your brand's voice? When you create content or interact with a potential client, how will you talk to them? Try writing down your brand "tagline" - one sentence that clarifies who you serve, how and why.