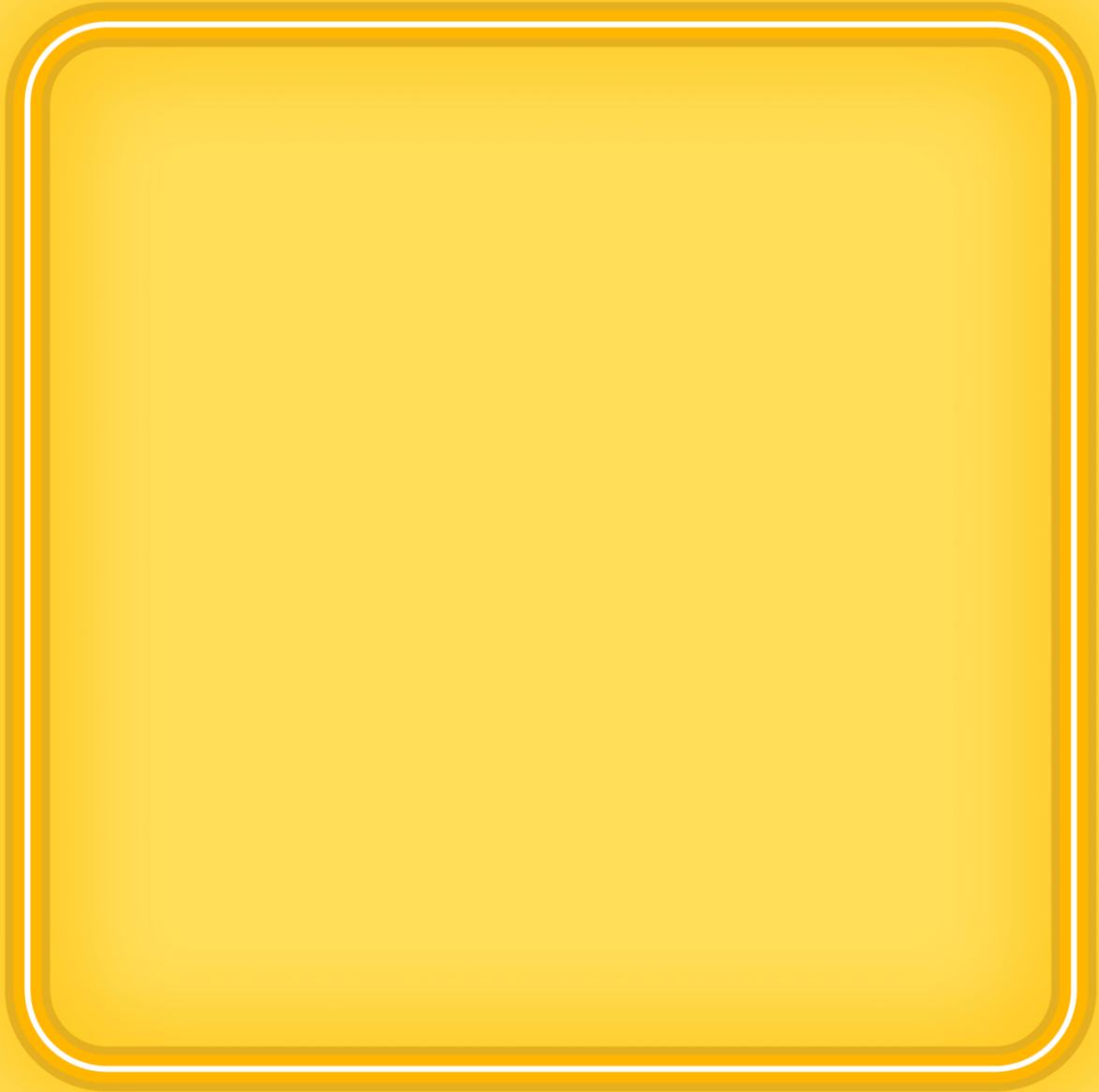


An abstract graphic composed of numerous thin, wavy, overlapping lines in a variety of colors including blue, purple, orange, and brown. These lines are arranged to form a central, star-like or floral shape with multiple points and intricate internal patterns. The entire graphic is set against a solid, bright yellow background.

# BRAND MORPHING

THIS WORKBOOK  
BELONGS TO

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# BRAND MORPHING

## MODULE 1: BRAND CLAIRTY

**Succinctly describe what your service or product is:**

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**Succinctly describe why you feel your service or product will add value to people's live:**

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**Using what you have written above create your brands mission statement**

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Clear thought, clear message, clear product, clear delivery



# BRAND MORPHING

## MODULE 1: BRAND IDENTITY

**Outline the color scheme of your brand**

**(Get clear on the colors which best display your brand identity)**

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### Tasks to complete

- ☐ I have created a logo for my brand
- ☐ I have created a website for my brand
- ☐ I have created a social media handle on most/all platforms for my brand

### Resources

- <https://digitalsynopsis.com/advertising/psychology-of-colors-in-marketing/>
- <https://www.kapokmarketing.com/the-difference-between-brand-taglines-and-slogans/>

**What is your brand's motto/tagline?**

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Consistent brand image is key



# BRAND MORPHING

## MODULE 1: BRAND INTEGRITY

**What are your brand's value 's (what do you stand for)?**

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**With your values in mind, clearly define your brand's promise?**

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**With your promise in mind, what are some policies that you can implement to support that?**

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# BRAND MORPHING

## MODULE 1: BRAND POSITION

\_\_\_\_\_ position statement  
(your brand name)

**Target:**

\_\_\_\_\_

**Brand Name:**

\_\_\_\_\_

**Category:**

\_\_\_\_\_

**Point of difference(Unique stance):**

\_\_\_\_\_

**End benefits**

\_\_\_\_\_

**Reason to believe in your product or service:**

\_\_\_\_\_

### Resources

<https://docs.google.com/document/d/1YydXKPFEpJOlg6d7C64toqfwgjflH3YyWBNl35tyfA2w/edit?usp=drivesdk>



# BRAND MORPHING

## MODULE 2: BRAND EXPERIENCE

**What do you want people to feel when they engage with your brand (be very specific)?**

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**When you research your brand, what are people saying? Does it align with the experience you want them to have? Why or why not?**

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**If no feedback as yet, what would you want people to say and why?**

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# BRAND MORPHING

## MODULE 2: HOW TO MEASURE YOUR BRAND EXPERIENCE

### Social Media Engagement

**Check your social media impressions/stats for the past 30 days.**

**Based on these stats:**

- **Who is your audience?**

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- **What posts bring in the most engagement?**

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- **What are the statistics of the posts more authentic to your brand? How are these posts doing in comparison to the posts receiving the most engagement?**

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- **If the posts more authentic to your brand are receiving less engagement, list some ways you could increase engagement?**

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# BRAND MORPHING

## MODULE 2: HOW TO MEASURE YOUR BRAND EXPERIENCE

### Sales

**Monitor your sales for the past 30 days.**

**Based on these stats:**

- **Do you have returning customers? If not elaborate on why this may be.**

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- **What are new techniques or old ones revamped you could apply to help increase sales/returning customers?**

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# BRAND MORPHING

## MODULE 2: HOW TO MEASURE YOUR BRAND EXPERIENCE

### Live engagement

**Choose one or both assignments to complete below**

**Create an anonymous survey asking for feedback of your product/service.**

**If you have a company already with clientele, send this survey out and list below positive and constructive feedback.**

**Create a mini online or in person control group of 5 to 10 people to assess your product/service. If you do not have clientele yet, give this a try with family/friends. Report feedback below.**

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#### Resources

**Using survey monkey to create anonymous surveys**

[https://help.surveymonkey.com/articles/en\\_US/kb/How-do-I-make-surveys-anonymous](https://help.surveymonkey.com/articles/en_US/kb/How-do-I-make-surveys-anonymous)



# BRAND MORPHING

## MODULE 2: CREATING YOUR BRAND EXPERIENCE

### Checklist

☐

**I have a customer service team or I am the designated customer service person**

☐

**I have an Ad with visuals synonymous with what I want my audience to experience**

☐

**I have a commercial with music and visuals synonymous with what I want my audience to experience**

**List some brands and or people you would like to be affiliated with/partner with**

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**\*\*Reach out to at least 3 of these people or brands\*\***

"On the other side of fear, is everything you ever dreamed of"  
Cloè Luv



# BRAND MORPHING

## MODULE 3: BRAND MORPHING

**What is the story behind the creation of your brand? Why did you choose that service or product to provide?**

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**How does your story make what you are offering unique? What has been the effect of your product/service?**

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### Resources

Description of brand position and examples of it in use  
<https://blog.hubspot.com/sales/brand-positioning-strategy>

Consistent brand image is key

**How does what you have written above reflect in your services/products? What is your goal and vision for your brand and its 'offerings?**

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# BRAND MORPHING

## MODULE 3: BRAND STORY

**Create a short bio detailing your brands story, service/product, brand position, promise value, vision for the future etc. (Use notes from page 17 to create this bio)**

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### Resources



# MODULE 3: BRAND STORY

This image shows a full page of yellow paper with horizontal black lines, similar to notebook paper. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.



# MODULE 3: BRAND STORY

[illegible]

# BRAND MORPHING

## MODULE 3: BRAND STORY

**Article piece continued**



# BRAND MORPHING

## MODULE 3: BRAND CREDIBILITY

### Checklist

☐

**I have created a document listing all client testimony, positive press, and awards**

☐

**Using all of knowledge gathered in module 1, 2 and 3, I have successfully created an EPK/Media kit on my own or hired someone to create an EPK for me which is done**

#### Resources

**Example of how to create an EPK/Media kit**

<https://fitsmallbusiness.com/press-kit-template/>



# BRAND MORPHING

## MODULE 3: BRAND AUTHORITY



# BRAND MORPHING

## MODULE 4: BRAND MONETIZATION

**Create an ad on all or most social media outlets using your EPK/Media kit AS SEEN ON and/or testimony**

Take note of which platform your ad receives the most engagement on

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**Create a tasty post/bragging rights post showing how you started and where you are**

Take note of which platform this post received the most engagement one

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**\*\*Reach out to at least 3 brands/people you would would like to partner with or be affiliated with but this time include your EPK/Media Kit \*\***



# BRAND MORPHING

## MODULE 4:

# MARKET TO MONETIZE YOUR MESSAGE & BRAND EXPANSION

## Checklist

☐

**I have created an ad/s or commercial/s that is/are in rotation on social media platforms**

☐

**I am consistently monitoring my customer engagement and am adjusting ads/marketing tactics accordingly**

☐

**My website clearly represents my brand and is optimized for SEO**

☐

**I am frequently thinking and acting on ways to expand my brand (list them below)**

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☐

**I have looked into concrete ways I can merchandise my brand (list them below)**

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# BRAND MORPHING

## MODULE 4: BRAND VALUE

### **Opportunity Cost**

**Have you accurately determined the cost of your products/services? This includes your time, effort, cost of materials/venue, etc.**

### **Resources**

**An introduction to determining how to price your products/services**

<https://gusto.com/blog/business-finance/pricing-services>

