



# How to Create a Brand Strategy from Scratch to Attract More Clients

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# VANESSA MATTHEW

## Marketing Consultant & Coach

Previously a Marketing Director, Development Director, Event Manager, and Market Researcher for companies ranging from nonprofits to global agencies. Over 15 years in marketing | Masters in Integrated Marketing - WVU | Certified in Media Management - NYU

## MY PURPOSE

I help businesses with clients strategically position and authentically express themselves with brand strategy and marketing executions.





# HOUSEKEEPING

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Everyone can fill out my [questionnaire](https://bit.ly/brazen-assessment) to book a free 30-minute strategy call with me after this webinar:  
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# YOUR BRAND STRATEGY AND ITS IMPORTANCE

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- Before creating a website, social media post, or content, you need a brand strategy
- It humanizes your brand, gives it a voice, personality, opinions, values and must be used to create any marketing expression, campaign, content, designs, etc.
- Without a brand strategy, you will send out mixed messages.



STEP 1

# DEVELOP YOUR INTERNAL BRAND

# YOUR VISION STATEMENT

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Ask yourself, **WHAT** do you aspire your business to become? Or, what future do you want to help create?

A great vision statement would be...

**To become the world's leading  
consultancy for brand strategy.**

# YOUR MISSION STATEMENT

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Ask yourself, **HOW** will you achieve your vision for your business? How do you create that future?

A great mission statement would be...

**To create content that educates, informs, and  
reframes brand strategy development for  
business owners with clients.**

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# YOUR COMPANY VALUES

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Ask yourself, **WHAT** will be the principles on which your business has been built?

Company values can range or include any of the following examples:

- **I believe** professional service providers can have lucrative businesses with the right branding.
- **I believe** in treating everyone with respect and fairness.
- **I believe** in nurturing relationships that lead to greater success.

STEP 2

# YOUR TARGET AUDIENCE



# DEMOGRAPHICS

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- Age/Generation
- Occupation
- Life stage(s)
- Gender
- Ethnicity
- Children
- Income
- Education



# ATTITUDE AND TRAITS

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You want to understand your prospective clients' attitudes towards your...

- Service
- Service category
- Competition
- Influencers
- Anything else that would influence a person's decision to work with you.



# ATTITUDE AND TRAITS

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Great place to find this out is by:

- Surveying current clients or anyone who would fall into a potential client category for you. Or hold a focus group.
- Look at:
  - Client reviews
  - Q&A sites
  - Blog comments
  - Social media threads

# WANTS AND NEEDS



## What are WANTS?

Ask yourself, what is your ideal client trying to **run away from**?

Do they want to **run away from**:

- Stressing out about finances?
- Feeling like a failure?
- Working long hours?

***What is IT for your ideal clients?***

BSI | 2020

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# WANTS AND NEEDS



## What are **NEEDS**?

Ask yourself, what is your ideal client trying to **run towards**?

Do they want to **run towards**:

- Financial freedom?
- Excitement about their business?
- Control over destiny?

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***What is IT for your ideal clients?***



**STEP 3**

# **YOUR COMPETITION**

**WHAT YOU NEED TO KNOW  
ABOUT THEM AND WHY**



# WHAT ARE THEY DOING WELL (AND NOT DOING WELL)?

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Determine if your competition is doing well at any of the following:

- Delivering a targeted message
- Service offerings
- Service delivery
- Marketing executions
- Brand personality, do they have one?
- Online visibility



# WHAT TO DO WITH THIS INFORMATION?

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- Improve how you are delivering your services
- Define your differences
  - Communicate what you bring to the table your competitor cannot.
  - Consider your background.
- Better express what you want your audience to remember you for
  - Why should they care?



STEP 4

# YOUR BRAND ARCHETYPE + VOICE



**DOES YOUR BRAND HAVE THE  
APPROPRIATE PERSONALITY?**

# PERSONALITIES

Your brand should take on **ONE** of the following personalities.

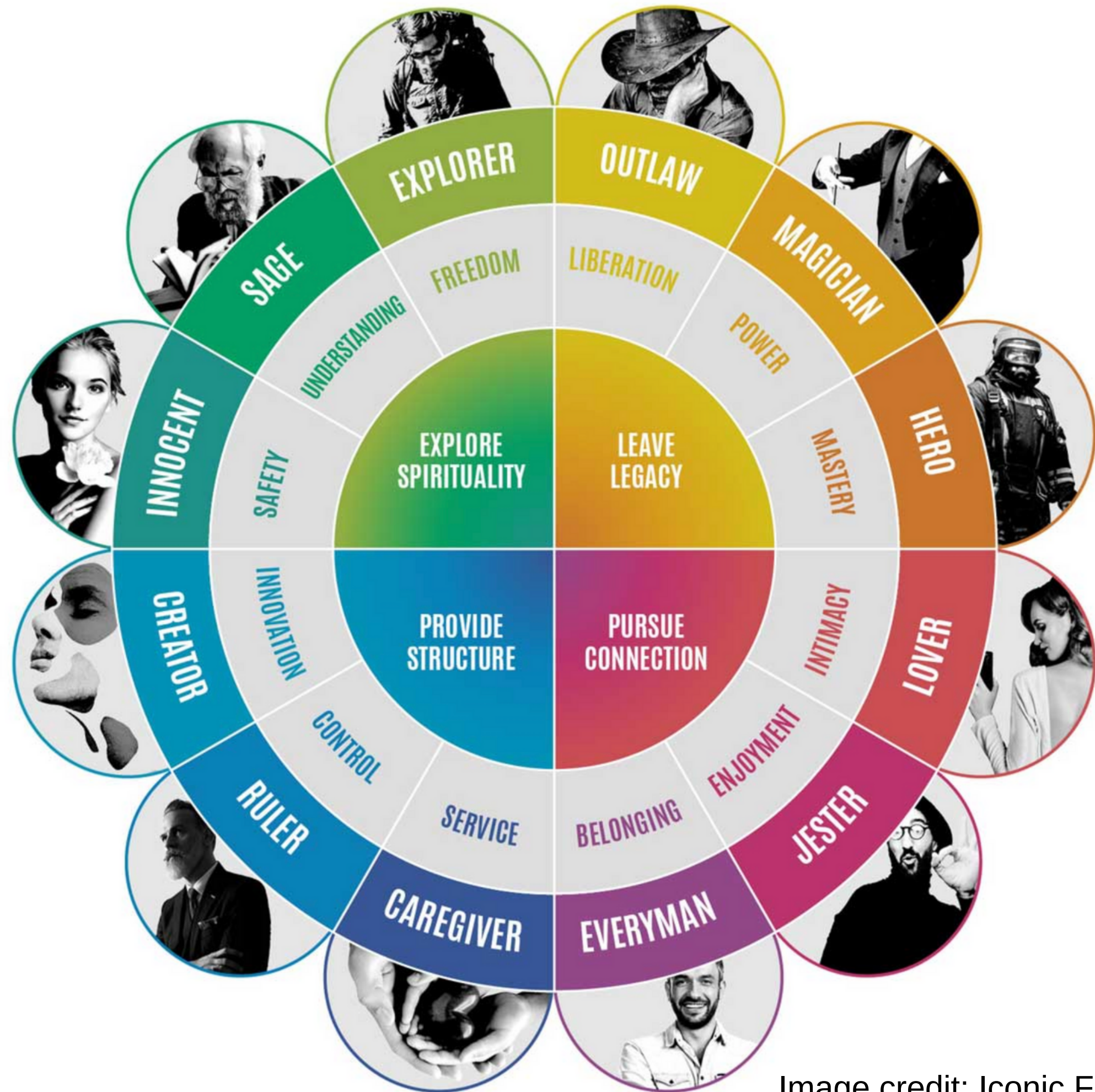


Image credit: Iconic Fox

# WHY THEY MATTER?



- They are based on human psychology
- We are pre-programmed as humans to recognize them
- They feed into who we are at our core /comes out in how we express ourselves
- We are all naturally predominately one of these personalities/archetypes
- Alike attracts alike, and a personality will help you find yours

# BRAND PERSONALITIES IN REVIEW

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- **The Outlaw** - desires liberation, change, to rebel, and independence
- **The Magician** - controls transformations through magical moments
- **The Hero** - wants to make the world a better place facing challenges head-on
- **The Lover** - desired intimacy, closeness, love, and pleasure/to indulge
- **The Jester** - wants to have fun, be playful, YOLO, to live in the moment
- **The Everyman** - desire belonging, being like everyone else, fellowship

# BRAND PERSONALITIES IN REVIEW

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- **The Caregiver** - motherly, nurturing, warm, reassuring, a protector, helper
- **The Ruler** - shows refinement, command attention, show success, luxury
- **The Creator** - believes and promotes self-expression, creativity, originality
- **The Innocent** - wants simplicity, clean, natural, organic, happiness, wholesome
- **The Sage** - desires knowledge, understanding, wisdom, and the truth
- **The Explorer** - loves adventure, the open road, exploration, self-discovery

# HOW TO USE THE BRAND PERSONALITY PROFILE



- Align your brand with brand archetype personality and motivators
- Inform internal content creators and external creative partners
- Fine-tune brand offerings
- Position your brand as the same, as aspirational guiding, or supportive and motivating
- To shape company opinions, attitudes, tone, voice, writing style, vocabulary, visuals



# STEP 5

## YOUR CORE MESSAGE

Using your archetype, your core message is **not a statement**.

It is what you want your audience to understand about your brand,  
from what it believes, to where it is going...

**FROM EVERY TOUCHPOINT**

It is the **underlying theme of what you're trying to communicate**.

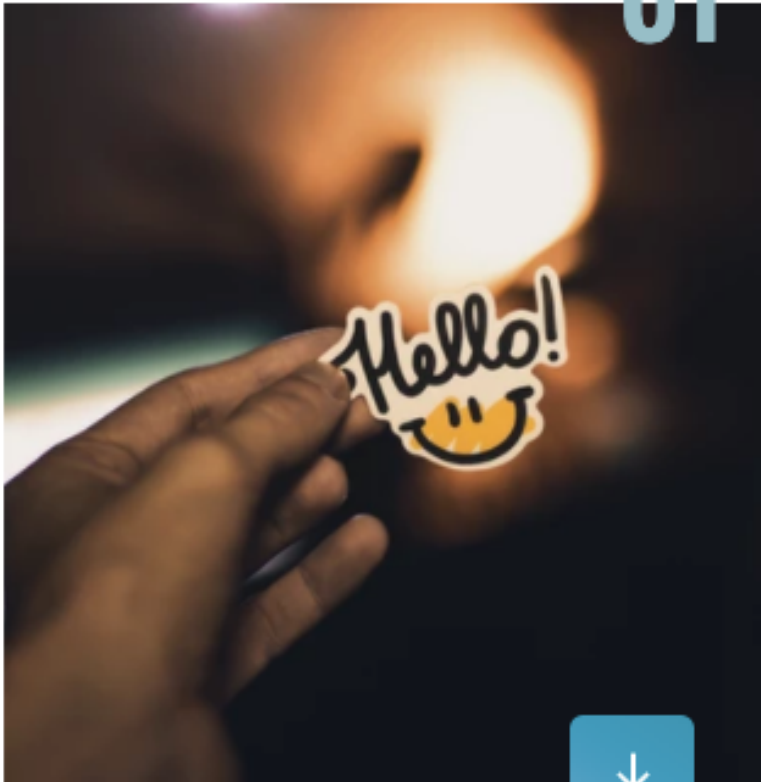
**It is a continuation of your why.**



# WHAT'S NEXT?

- Be thoughtful when you write your mission, vision, and values.
- Research your audience and uncover their wants and desires.
- Study 3-5 competitors for whitespace opportunities.
- Choose a brand personality and let it become you or your brand.
- Use your brand archetype to craft a great story.
  - Where did your brand come from and where it is headed.

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FREE DOWNLOAD

**Insider's Scoop On How To Create An  
Ideal Client Avatar (Persona)**

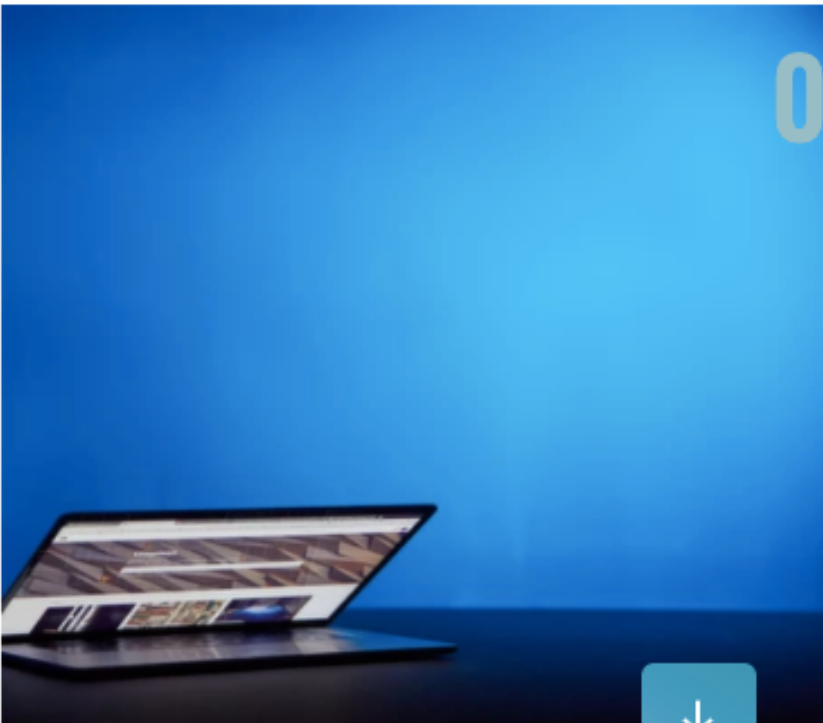
02



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**6 Time-Honored Mousetraps Proven  
Effective For More Clients**

03



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04



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