

Business Branding for the Non-Designer

A SIMPLE GUIDE TO
BRAND YOUR BUSINESS
LIKE A PRO



WORKSHEETS

Brand Audit Questionnaire

As a business owner, it's important to learn how others feel and what they think about your business. Use this Brand Audit Questionnaire to gather insights into the impression your business and brand has made on others.

What was your first impression of this business?

What do you think is the mission of the business?

What makes this business stand out for you personally?

What are the strengths of this business?

What are the weaknesses of this business? Every business is bound to have them. (Be honest!)

Who do you think is this business's target customer?

Who will find the business's products and services useful?

Do you trust this business? Why or why not?

Optional

Your name: _____

Relationship to the business: _____

Look in the Mirror

This worksheet will help you examine your internal desires for your business's image. Use that knowledge to be fairer than the competition.

How do you want your business to be perceived?

If you're being totally honest with yourself, how do you think your business is perceived by others?

What problems does your product or service solve for your clientele?

Every business faces obstacles. What are yours? And how have you overcome those you've encountered?

What are the most important notes from above?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Which of these notes separate you from your competitors?

Get to Know the Competition

1. Go to Google.
2. Enter the keyword that most closely relates to your business into the search bar (for example: "window tinting" "Chinese restaurant" or "chiropractor").
3. Review the search engine results page (called SERPs). On the **Get to Know the Competition Worksheet** write down the top five companies and their website URLs. Ignore any **paid** or **sponsored** ads – they'll be listed at the top and on the right side.
4. Are there local competitors you know of that do not show in the top five? Add them to the list, too. Use this approach to analyze your local competitors, as well, even if they don't have a website.
5. **Review and take notes.** Look through each website. Jot down what you like and dislike about the website in the notes space provided.

Then, use the space on Page 2 of the **Get to Know the Competition Worksheet** to write down things they may be doing that you'd like to do. What are they doing that you vow never to do? What aren't they doing that you can do, but don't? What are they doing that you do differently?

Get to Know the Competition / Page 1

Competitor Name _____

Competitor Website URL _____

1. _____

Notes: _____

2. _____

Notes: _____

3. _____

Notes: _____

4. _____

Notes: _____

5. _____

Notes: _____

6. _____

Notes: _____

7. _____

Notes: _____

Get to Know the Competition / Page 2

Use this space to write down things that your competitors may be doing that you'd like to do. What are they doing that you vow never to do? What aren't they doing that you can do, but don't? What are they doing that you do differently?

Target Audience Persona

Personal Info

Age: _____

Gender: _____

Marital Status: _____

Ages of Children, if any:

Location: _____

Level of Education:

Occupation:

Annual Income:

Likes: _____

Dislikes: _____

Challenges: _____

Role in the Purchase Process:

Goals: _____

Values: _____

Words and ideas appeal to this persona: _____

Name



Buying Habits

Shopping by percentage

In-store: _____ Online: _____

Favorite places to buy: _____

How often do they buy: _____

Relies on customer reviews:

Yes No

Sources of Info

Books/Magazines: _____

Blogs: _____

Websites: _____

Television & Other Media:

Associations: _____

Social Media Use

Favorite social media platforms: _____

Frequency of social media use: _____

Uses social media to shape buying decisions:

Yes No

BONUS Step-by-Step Guide to Targeted Marketing Copy

WHAT'S THE HOOK?	
	AFTER-STATE
Have	
Feel	
Average Day	
Status	
Proof / Results	
Speed / Automation	

BONUS Step-by-Step Guide to Targeted Marketing Copy

TARGETED MESSAGING POINTS			
BUYER PROFILES			
	BUYER PROFILE A	BUYER PROFILE B	BUYER PROFILE C
HOOK 1			
HOOK 2			
HOOK 3			
HOOK 4			
HOOK 5			

BONUS: Social Media 101 Checklist

- Pick the social media networks that make the best sense for your business.**

Ask this question: Where does your target audience “hang out” online? Use the **Target Audience Persona Worksheets** to guide you. Check out this list for additional help:

Teenagers: Vine, Snapchat, YouTube, Tumblr, Instagram

Engaged and Expectant Mothers: Pinterest

People under 50 with a college education: Twitter

Women, young adults 18-29: Instagram

Women, young parents and grandparents: Facebook

College graduates, higher income houses: LinkedIn

Bloggers and influencers: Twitter, Tumblr

- Decide on one name to use across all social media networks. Keep it consistent.**

My social media moniker: _____

- Determine your primary purpose for being on social media:**

*Brand awareness? Clicks through to your website? Growing your contact list?
Educating your audience?*

Choose a goal and move through the remaining steps with that in mind.

- Set up your accounts.**

Starting with your first social media network, follow the site's steps to create your business profile. Add plenty of detail while keeping it clear and concise. Potential customers who want to find out about you will look to your social media accounts for information. Use these spaces to tell them why you're the right choice for their business.

Stay true to your branding. Use profile photos and graphics that sync with the look and feel established in your Brand Guidelines.



PRO TIP:

Less is more when it comes to your social media accounts. You don't want to find yourself overwhelmed, which can happen if you're active on every platform. Abandoned accounts give the impression of carelessness and lack of follow-through. To keep that from happening to you, focus on one social media site to start.



BONUS: Social Media 101 Checklist



Prepare your content.

Content marketing (a strategic marketing approach focused on creating and distributing content) has become a huge part of how businesses connect with their audience.

Social media is about sharing great content. Reuse blog posts, press releases and lifestyle shots from your website. Think about how you can take one piece of content and re-purpose it across many different platforms and in different ways. Your content goal should be to provide value!



Network.

Follow brand influencers, experts, marketers, companies and industry publications. Spend 10-15 minutes a day studying, learning and interacting with them. Share their posts on your social media sites!



Get the word out.

Make it easy for people to find you on social media. Add links and icons for your social media accounts to everything: your website, business cards, email signature and every piece of advertising. Notify your contacts and ask them to follow your social accounts.



Do the minimum to start. Then do more.

Set a realistic goal for how often you will be active on your social sites. It's exciting as you get started and, likewise, easy to over-commit yourself with lofty goals of posting and sharing content. Follow these standards of what's "expected" on the most popular platforms and establish sensible goals for yourself: Start small and build from there.

Website blog: post once a week

Facebook, Instagram, LinkedIn, Vine: post 3x/week

Tweet: post 10x/week

Pin: post 20x/week



PRO TIP:

Use Canva or PicMonkey to update and edit photos on your social media accounts. You can also download free stock photos from LifeofPix.com.



Customer Satisfaction Survey

Whether you send them digitally or in paper form, these questions will help you gather first-hand feedback from your customers.

Dear [Customer Name],

Thank you for giving [Business Name] the opportunity to serve you! Please take a few minutes to share your experience doing business with us. Your answers will help us know what we're doing well and identify areas where we can improve. Once you complete your survey you'll earn a coupon for [XX]% off your next purchase.

We look forward to serving you again,
[Owner's Name]
[Title], [Business Name]

1. Overall, how satisfied are you with [Product or Business Name]?

- Extremely Satisfied
- Somewhat Satisfied
- Neutral
- Somewhat Unsatisfied
- Extremely Unsatisfied

2. How likely are you to use/purchase [Product] again?

- Definitely will
- Probably will
- Might or might not
- Probably won't
- Definitely won't
- Never used

3. Were you treated in a professional and courteous manner by our staff?

Yes No N/A

4. Would you recommend [Product or Business Name] to others?

- Definitely would
- Probably would
- Might or might not
- Probably would not
- Definitely would not
- N/A

5. Please tell us about your experience with [Product or Business Name]. Your responses will help us to better serve you and may be used for employee training or marketing initiatives.
