



UNLOCKING YOUR BRAND STORY

www.shebloomsmarketing.com

LET'S SET THE SCENE

Inhale. Exhale.

Thank yourself for setting aside the time to do this. Uncovering the story behind your brand is going to provide such a strong foundation for your business. It will help you clearly communicate a strong branding message in all aspects of your business. Your marketing will thrive and the visuals will be on point. Now, whether you're a paper and pen, tablet, or computer kind of CEO, grab what you need to document your thoughts and ideas. We've included some spots for your notes but do what suits you best! Let's get started.

We set up this questionnaire in two parts. The first section prompts you with open ended questions to think about and respond to. If you are really struggling with this part, move on to the second section where you will find examples to help you reveal your brand's true identity.



ASK YOURSELF...

First, answer with what comes to your mind right away.

Come back to the questions in a day or so and give each question some quality thinking time before you respond.

Over the next little while (maybe days or even weeks!), keep these questions circulating in your mind. When you get those brilliant 'light-bulb-moments' in the shower or when you're trying to sleep, save them for this document.

LET'S BEGIN WITH A WARM UP

Question 1: What is your brands name?



Circle the words that best relate to your brand.

active	calm	direct	healthy	motivated	rustic	trendy
adventure	cute	energetic	high-end	modern	smart	trust
approachable	classic	exclusive	innovative	professional	social	useful
beautiful	collaborative	formal	knowledgable	practical	strategic	unique
brilliant	creative	fun	luxurious	resourceful	sustainable	warm
casual	daring	heart-felt	mindful	responsible	traditional	zany

EXERCISE 2

Circle the words that relate to how you want people to feel when they work with you or your products:

- | | | | | | | |
|-------------|-----------|------------|-----------|-----------|--------------|-------------|
| amused | content | happy | joy | relieved | motivated | responsible |
| appreciated | empowered | heard | love | romanced | modern | _____ |
| beautiful | entranced | in control | nostalgic | satisfied | professional | _____ |
| calm | excited | inspired | peaceful | supported | practical | _____ |
| content | gratitude | interested | proud | surprised | resourceful | _____ |



OPEN ENDED QUESTIONS

Origins:

1. Why did you start this brand? Why did you get involved in this industry?
2. Why is that your brand's name?
3. What keeps you working on your business on a day to day basis?
4. What's your favourite part of what you do?

Descriptions:

1. Give us 3 words to describe your business. For example; marketing, smart, female.
2. What 3 words would you use to describe the vibe of your business? For example; encouraging, fresh, fun.
3. What does you or your business do really well? What are your strengths?
4. How do you want your brand to be perceived? In other words, what do you want someone to say if they were asked about your business?
5. What is different about your services/products and how you run your business?

Vision:

1. Describe your ideal client?
2. How do you imagine your brand in 1 year, 5 years, 10 years? What new services or products do you imagine offering?
3. What is the goal of your business?

**TOTALLY OVERWHELMED?
LET'S CHAT!**

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TO SUMMARIZE

1. WHAT does your business do?
2. HOW does your business do it?
3. WHY does your business do it?



Analyze

You did it! You dug deep. You peeled back the layers and uncovered your brand's story. Are you ready to reveal it to the world?

Already an established brand?

Have you been representing your brand accurately? What needs to change? How can you transition into showing your new vibe? Do you need to do a subtle relaunch? Hey! Maybe it's time for a hard launch rebrand? Pick our brains for our recommendations.

Getting ready to launch your brand?

Now what? If you're not sure what to do next, give us a shout!

Ready? Set. Bloom!



GET IN TOUCH



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