

BRAND STYLE INSPIRATION

workbook 2

Brand Style Inspiration #2

If you're planning to tweak your brand look, or just starting the process of figuring out what your business visuals will be, finding inspiration is a great place to start.

In the last brand style inspiration workbook (download here) we covered the quickest way to develop a unique brand: **start with YOU**. In this workbook, we're going to look at places outside your niche to find brand style and online business inspiration.

When you first start planning how you want your brand to look, it's often easiest to explore what everyone in your specific niche is doing. This kind of brand style exploration definitely has its place in the branding process. It's good to know what your competitors and colleagues are up to. We'll talk more about that in future Open Office Hours!

It's also important to look outside your niche. Your brand will thank you for taking time to do this!

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Here are some places to start noticing branding outside your niche:

1. **Complementary niches:** businesses that serve the same audience as you, but provide different products/services

for example: if you're a health coach who focuses on nutrition, look at the websites of businesses in complementary niches like yoga, massage, beauty products, and retreats.

What are your complementary niches?

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2. Opposite niches: businesses with audiences that are 100% different than yours.

for example: if your niche is women in their 30s-40s with children, look at businesses that focus on men, or teens, or single ladies

What are your polar opposite niches?

Do a quick Google search and start with 3 complementary and 3 opposite niche business websites to explore.

3. **Brick & mortar businesses:** local businesses with a physical presence.

for example: visit shops and stores that you don't usually go into, especially those that cater to different demographics than your business

What brick and mortar businesses will you visit?

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What you're looking for:

visuals: Colors, fonts, graphic styles, photography. How are these businesses using design elements to stand out and speak to their audiences? What do you like, or dislike about the way their website (or physical store) looks?

language: How are these businesses speaking to their audiences? Are they casual, or formal. Is their website full of great information? If so, how is it presented so that it's easy to navigate. What do you like, or dislike about the way they speak to their audience?

products/services: How are their products/services displayed? Is it easy to see what they have for sale? What do you like, or dislike about the way they showcase their products/services?

This is an ongoing process. Keep bookmarking websites that have you saying, "WOW!" Keep adding to your vision board and taking notes of what inspires you about these businesses that aren't in your niche.

In the next brand workbook, will be talking about how to take all the inspiration you've gathered and use it without being a copy cat!



TALK BACK

I'd love to hear about your favorite bits of inspiration. Shoot me an email, send me a link to your vision board on Pinterest, or tag me on Facebook. I'll reply back!

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I hope this worksheet has your brain buzzing with inspiration.

If you want to chat about your unique brand come on over to the next Open Office Hours. For details, [click here](#).

If you love what you've learned to do with this workbook come on over to [Jewels Branch Creative](#) and get to know me better {[Christie Halmick](#)}. I help women learning branding, content strategy, design, and marketing skills for their online businesses.

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