

polish your **Online Brand** workshops

creative business workshops for you by JewelsBranch.com

1. Set your workshop intentions

Why is it important that you polish your brand now?

I am polishing my brand now because:

2. Uncover your brand values

How is your company changing the world and/or changing your customer's world?

What are the promises (spoken and implied) you make to your clients about how you do business?

What will you always do in your business?

What will you NEVER do in your business?

Why are you meant to build this brand for these specific customers?

I am _____, _____, _____ and that makes me a perfect fit for my clients.

What does your business do now?

What is your future vision for your business?

In 5 years what products/services will you offer?

Name 5 businesses you respect.

What values (from the list on the next page) do each of these businesses convey to you with their branding?

<u>Business/Brand</u>	<u>Value(s) they represent</u>
1.	
2.	
3.	
4.	
5.	

What do you personally value?

Circle your top 5 values. Look back at your answers on the previous pages for clues to what you value most.

Accountability	Discipline	Honor	Rigor
Accuracy	Discretion	Humility	Security
Achievement	Diversity	Independence	Self-actualization
Adventurousness	Dynamism	Ingenuity	Self-control
Altruism	Economy	Inner Harmony	Selflessness
Ambition	Effectiveness	Inquisitiveness	Self-reliance
Assertiveness	Efficiency	Insightfulness	Sensitivity
Balance	Elegance	Intelligence	Serenity
Being the best	Empathy	Intellectual Status	Service
Belonging	Enjoyment	Intuition	Shrewdness
Boldness	Enthusiasm	Joy	Simplicity
Calmness	Equality	Justice	Soundness
Carefulness	Excellence	Leadership	Speed
Challenge	Excitement	Legacy	Spontaneity
Cheerfulness	Expertise	Love	Stability
Clear-mindedness	Exploration	Loyalty	Strategic
Commitment	Expressiveness	Making a difference	Strength
Community	Fairness	Mastery	Structure
Compassion	Faith	Merit	Success
Competitiveness	Family-orientedness	Money	Support
Consistency	Fidelity	Obedience	Teamwork
Contentment	Fitness	Openness	Temperance
Continuous Improvement	Fluency	Order	Thankfulness
Contribution	Focus	Originality	Thoroughness
Control	Freedom	Perfection	Thoughtfulness
Cooperation	Fun	Piety	Timeliness
Correctness	Generosity	Positivity	Tolerance
Courtesy	Goodness	Practicality	Traditionalism
Creativity	Grace	Preparedness	Trustworthiness
Curiosity	Growth	Professionalism	Truth-seeking
Decisiveness	Happiness	Prudence	Understanding
Democraticness	Hard Work	Quality-orientation	Uniqueness
Dependability	Health	Reliability	Unity
Determination	Helping Society	Resourcefulness	Usefulness
Devoutness	Holiness	Restraint	Vision
Diligence	Honesty	Results-oriented	Vitality

Evaluate your top 5 values. For each of your values how does your company express this value now. How can it more fully express this value in the future?

Value	Being expressed now by...	Can be more fully expressed by...

3. Define your place in the market

Who benefits the most from your services/goods?

How can your ideal clients get help from you right now? Top 3 - 4 offerings

Product/Service	Problem it solves for your ideal client	Price

Evaluate your top 3 products/services:

Put a dot along the spectrum to show how you want each product/service to be perceived by your customers

Put a star along the spectrum to show how your customers are currently perceiving this product/service.

for example: utilitarian ----*-----●-----luxury

#1 _____.

utilitarian -----luxury

beginner-----advanced

for the masses-----exclusive

#2 _____.

utilitarian -----luxury

beginner-----advanced

for the masses-----exclusive

#3 _____.

utilitarian -----luxury

beginner-----advanced

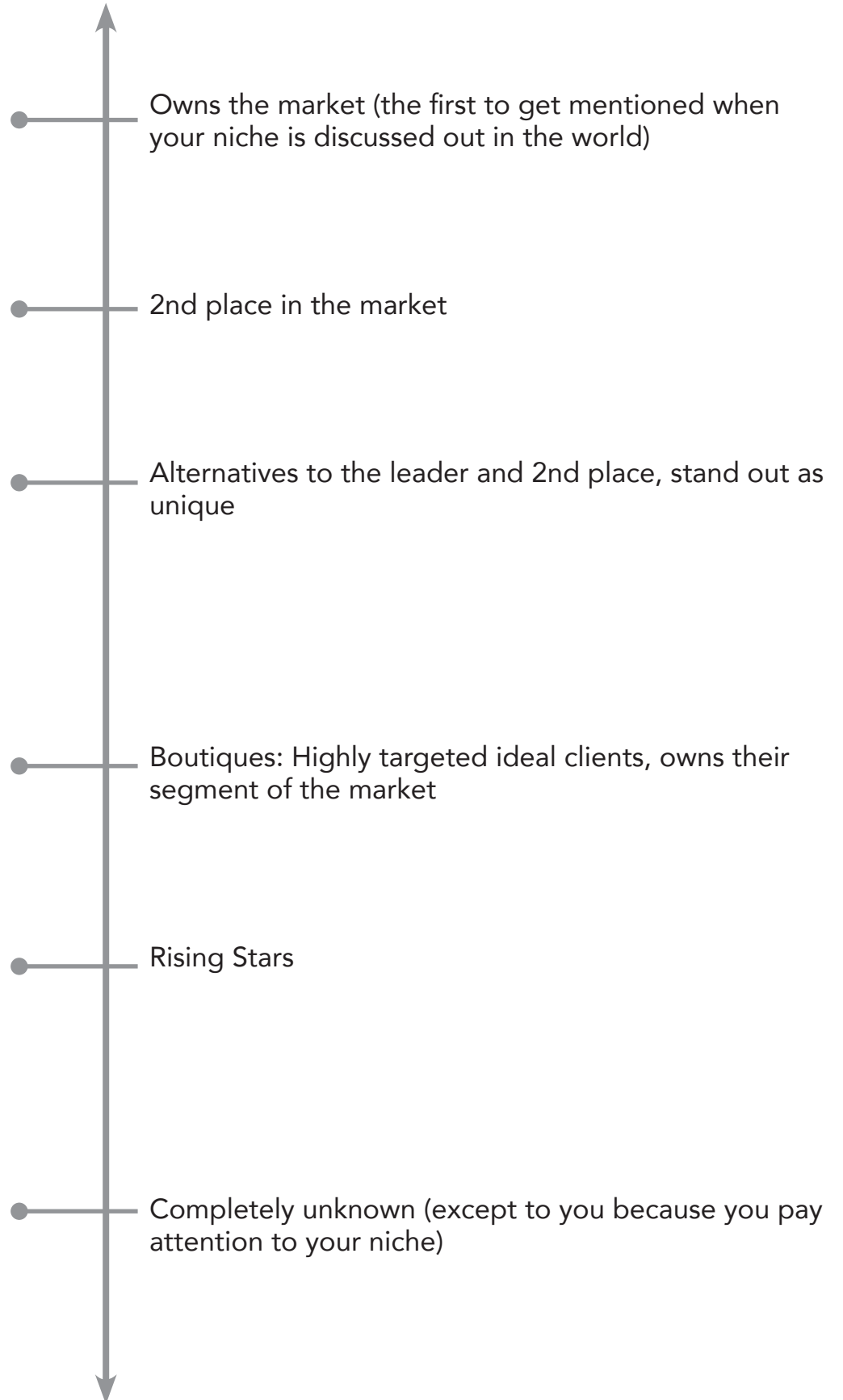
for the masses-----exclusive

What problem will your ideal clients need help solving next?

Who are your main competitors?

How do you solve your clients problems differently than your competitors?

Place yourself and your main competitors on this marketplace spectrum.



4. Your unique brand personality

How do you want your business to feel to your ideal clients?

Put a dot along the spectrum to show how you **want** your business to feel to your ideal clients.

fun -----serious

small biz -----corporate

progressive -----conservative

spontaneous -----plan driven

for everyone -----exclusive

trendy -----classic

modern -----traditional

Evaluate your dots: are most to the right, left, or middle? We'll use these answers to evaluate how well your brand visuals and verbage are matching up.

If your business was a famous person who would your business be?

Is your business Tina Fey, Amelia Earhardt, Dolly Parton, President Obama, Sophia Loren, Nick Nolte, Oprah, or someone else?

What characteristics does your business share with that person?

Who are you? What makes you different from everyone else in the world?

Look at the Past:

List your top 5 (or more) achievements in life. Go way back to your childhood through present day. The things YOU are most proud of and that have shaped you into the person you are today.

1.

2.

3.

4.

5.

List your 5 challenges you've faced in life. Go way back to your childhood through present day. The events that have most shaped you into the person you are today.

1.

2.

3.

4.

5.

Look at the Present:

What are your current hobbies/sports/favorite pastimes?

What do you obsess over, collect, watch on TV, read magazines about, or have Pinterest boards dedicated to?

Share:

In our Facebook group share:

- 1) How your business is changing the world
- 2) Your top 5 values
- 3) How you solve your clients problems differently than your competitors.