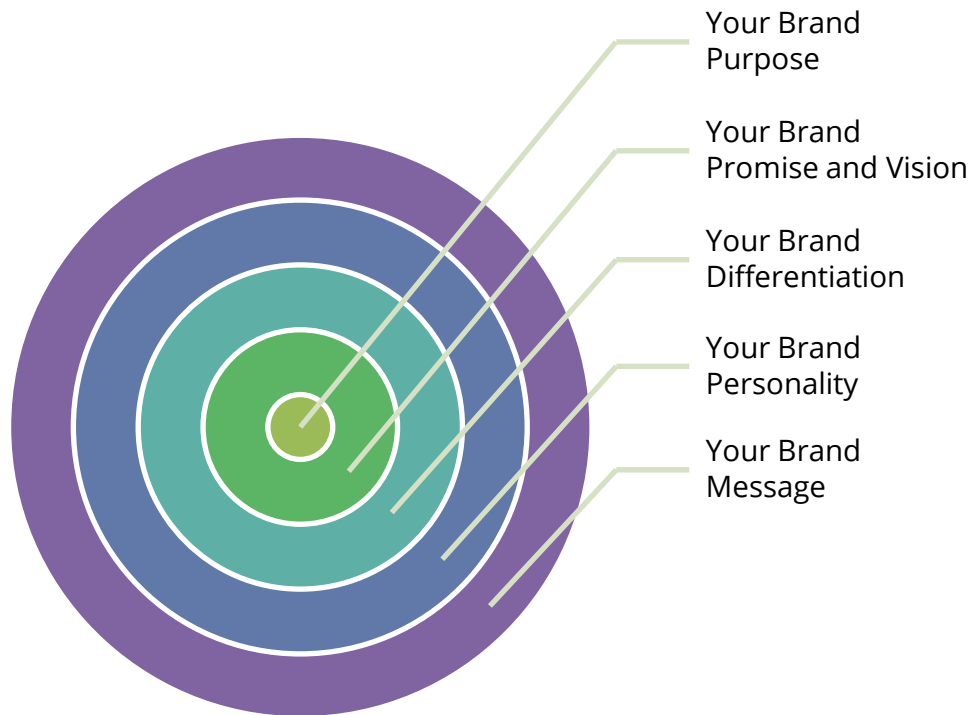


Creating Your Brand Compass



Now that we know what makes up your brand compass, let's dissect each part so that your brand is built in the right way so that you arrive at the destination of your brand's vision.

BRAND PURPOSE

This is a clear understanding of the ultimate goal or transformation that will be experienced by those who invest in themselves through your brand. Developing a clear brand purpose statement is the first step in ensuring the direction of your brand.

The Brand Statement Formula: I use my (differentiating attributes) to (purpose statement) for (audience of one).



What is the purpose of your brand?

How will you know that your brand has achieved its purpose?

BRAND VISION AND PROMISE

After having a clear understanding of your brand's ultimate goal, what is the promise that you can make to clients and customers upon investing in your brand?

How far does your brand's purpose extend; what does the future of your brand look like?

In one year? _____

In three years? _____

In five years? _____

In ten years? _____



At this stage in the compass, creating a **brand vision board** can offer a consistent and visual reminder of the goals and objectives of your brand.

How will you (as the brand manager) support that promise?

What can others expect upon working with you?

BRAND DIFFERENTIATION

In order to continue to increase your brand's equity, you must focus on areas where you can be different than your technical competitors. What ideas do you have about your ability to differentiate yourself today?

How are you different than those who technically do what you do? (Don't look at things like customer service; you must assume everyone plans to offer good customer service.) Some examples of differentiation include: creating a proprietary process or system to helping others achieve results, creating significant efficiency in the existing process, saving money for the client, etc.



How will your brand illustrate your differentiation?

What will be a key indicator that your differentiation is working to increase your brand equity?

BRAND PERSONALITY

People don't buy brands, they buy experiences. How will you ensure that you are consistently creating an experience for your clients?

What are the emotional responses you would like to hear that a client has felt because of your brand?



What are the quirks of your personality that are centrifugal to your brand that you want to be sure don't get lost in translation?

BRAND MESSAGE

What do you want to be sure is articulated in your brand and marketing messages?

What is the true value of your brand? And, why will that be important to your client?

What's your brand action plan?
