

PORTOSPIRE

Brand Strategy

Workbook

Your Brand Statement

What/Why are we different?

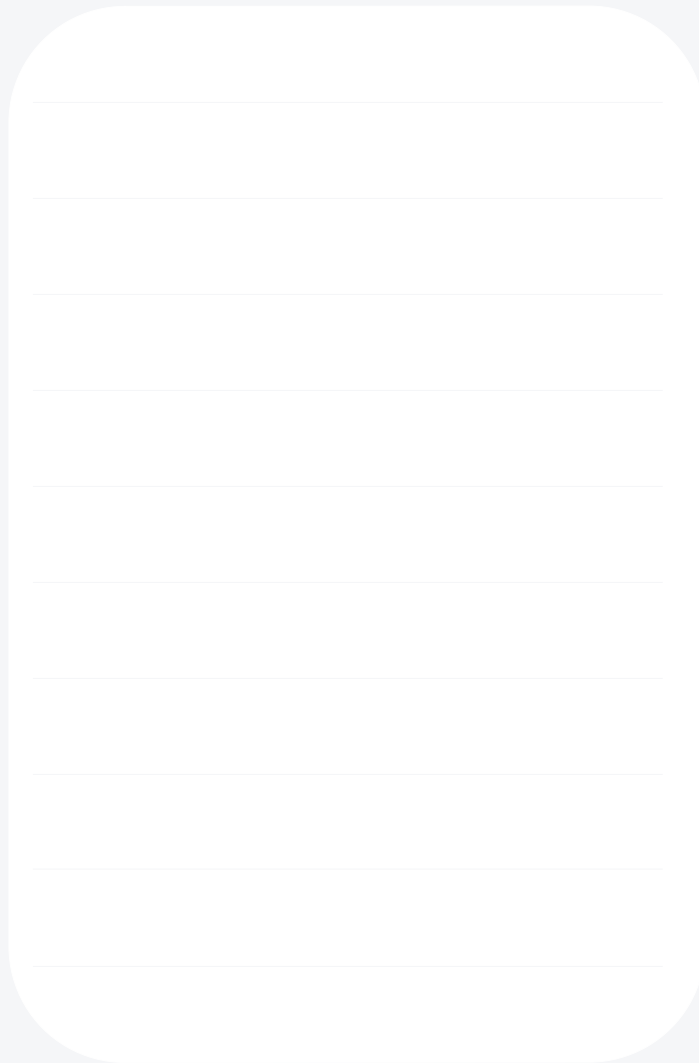
Building a strategy takes time and effort. Put that effort in now by writing as many statements about your company as you can. This statement will become the foundation of everything that follows for your business, marketing, and clients.

Here is a template to follow:

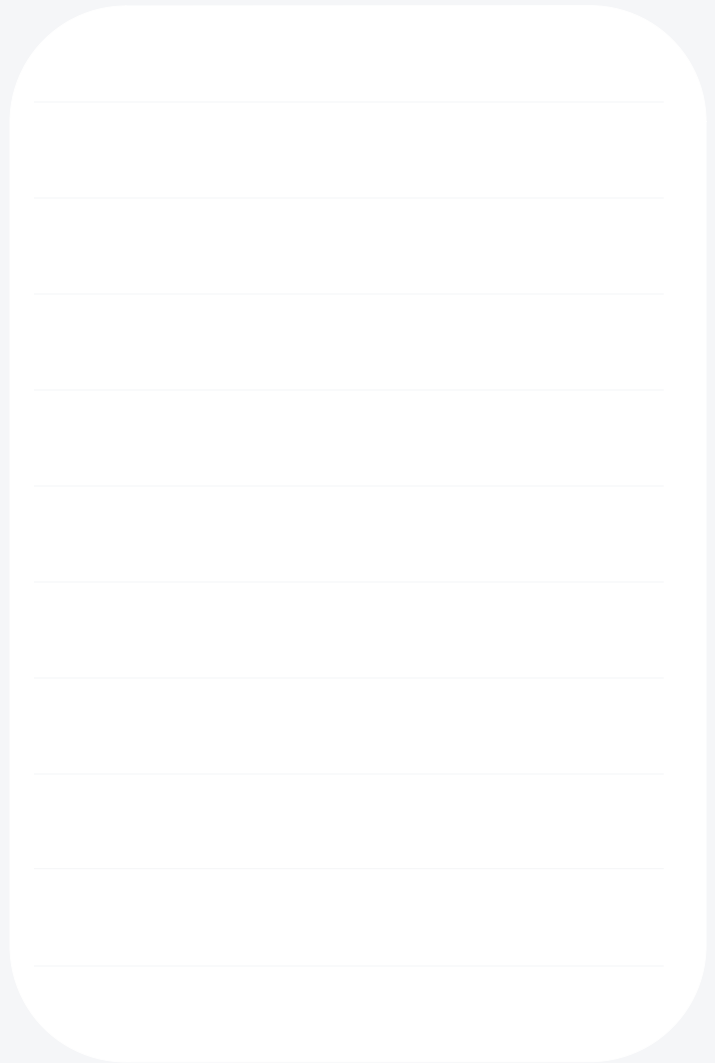
- Your brand or offer does what and how for your customer.

For example:

We take care of design, development, and security for small businesses and startups.



A large white rounded rectangle with horizontal lines for writing, intended for a brand statement.



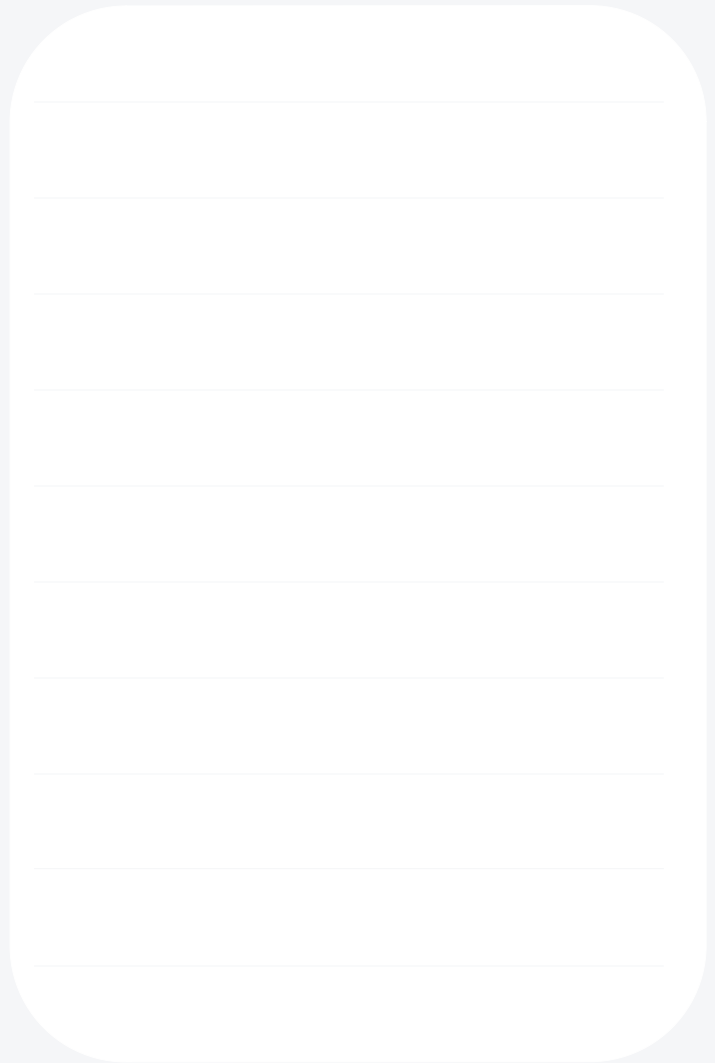
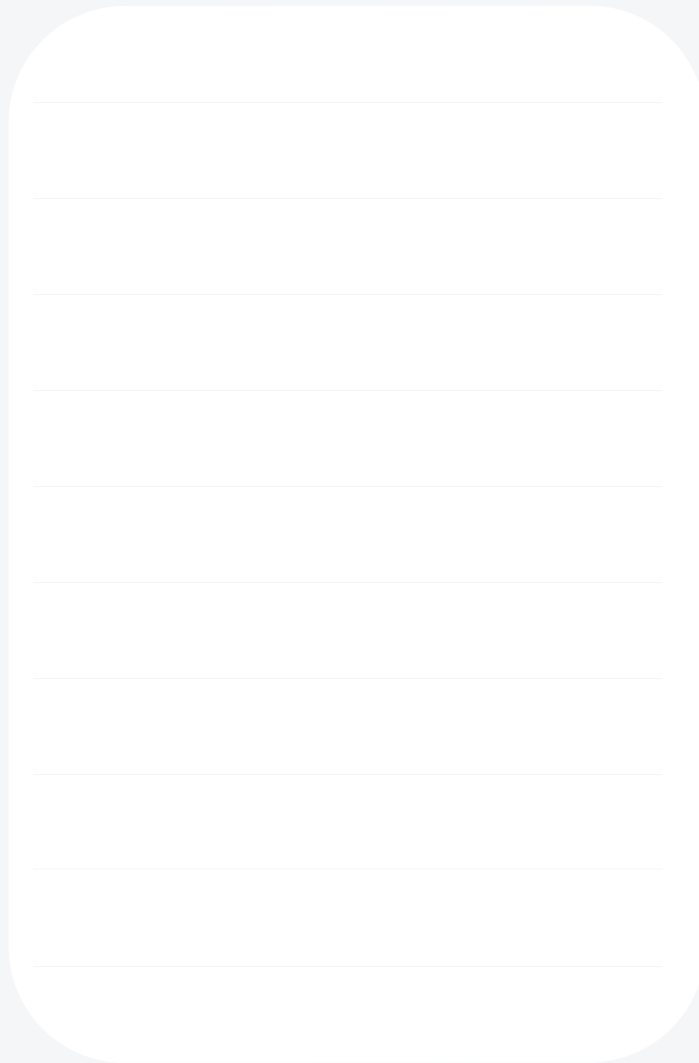
A large white rounded rectangle with horizontal lines for writing, intended for a brand statement.

Your Brand Story

What is your brand story?

Try to answer these five things about your brand:

- Status quo of your industry
- Why that status quo gets it wrong
- Your unique value as a company
- How its different from the competition
- What do your ideal customers value (Why they buy)
 - Time
 - Effort
 - Comfort
 - Praise

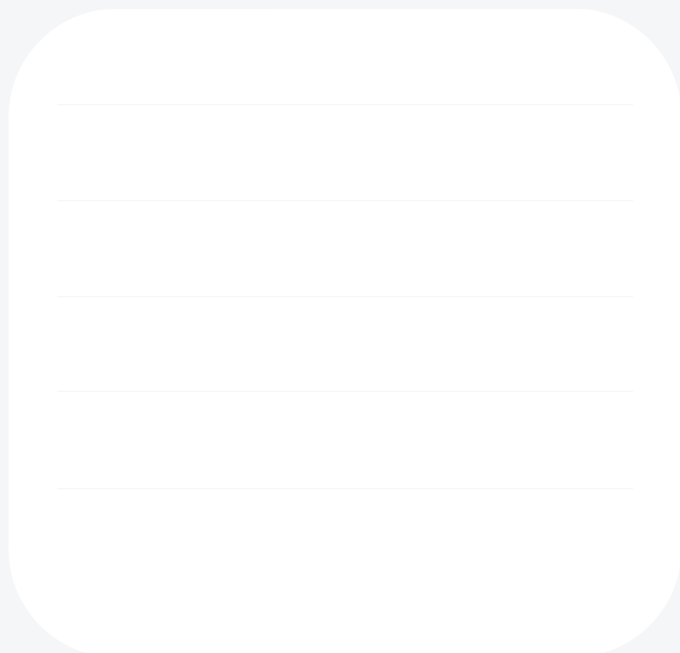
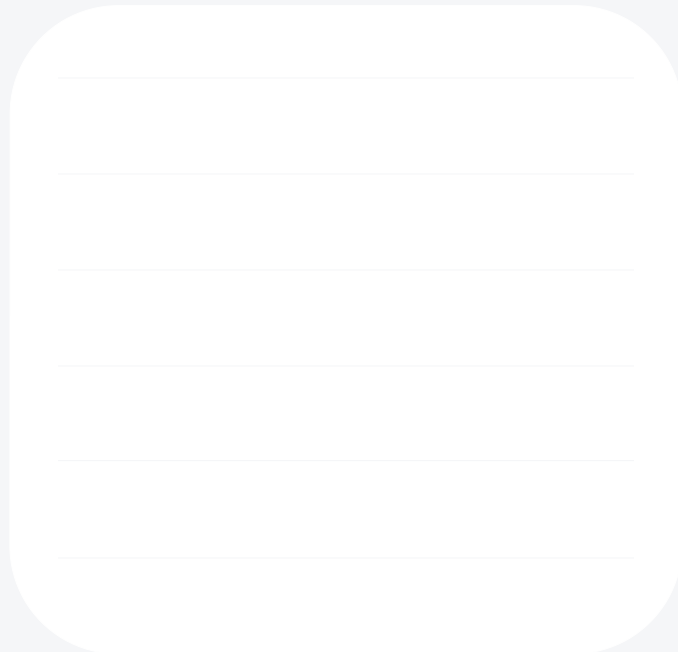
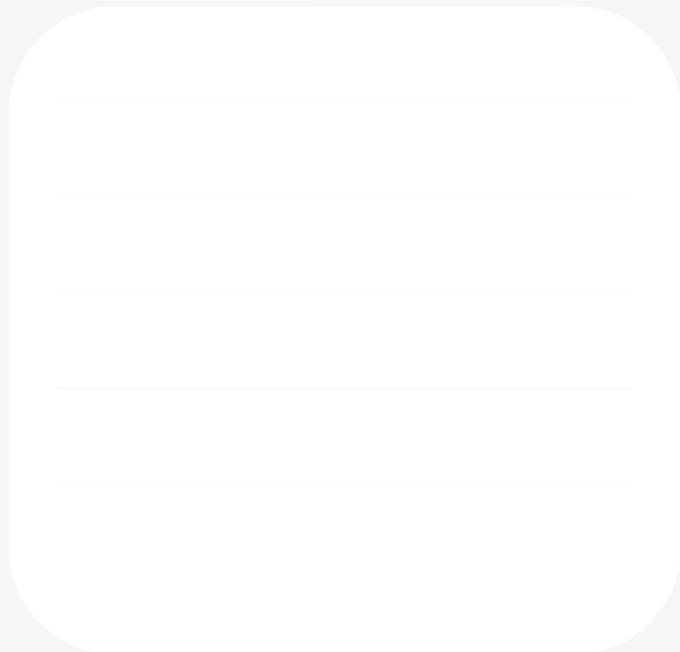


Client Analysis

Map out your offer(s)

Answer these four things about your brand:

- What is your deliverable?
- How do you create that?
- What steps do you take with every client?
- What steps do your team enjoy and what do they hate?

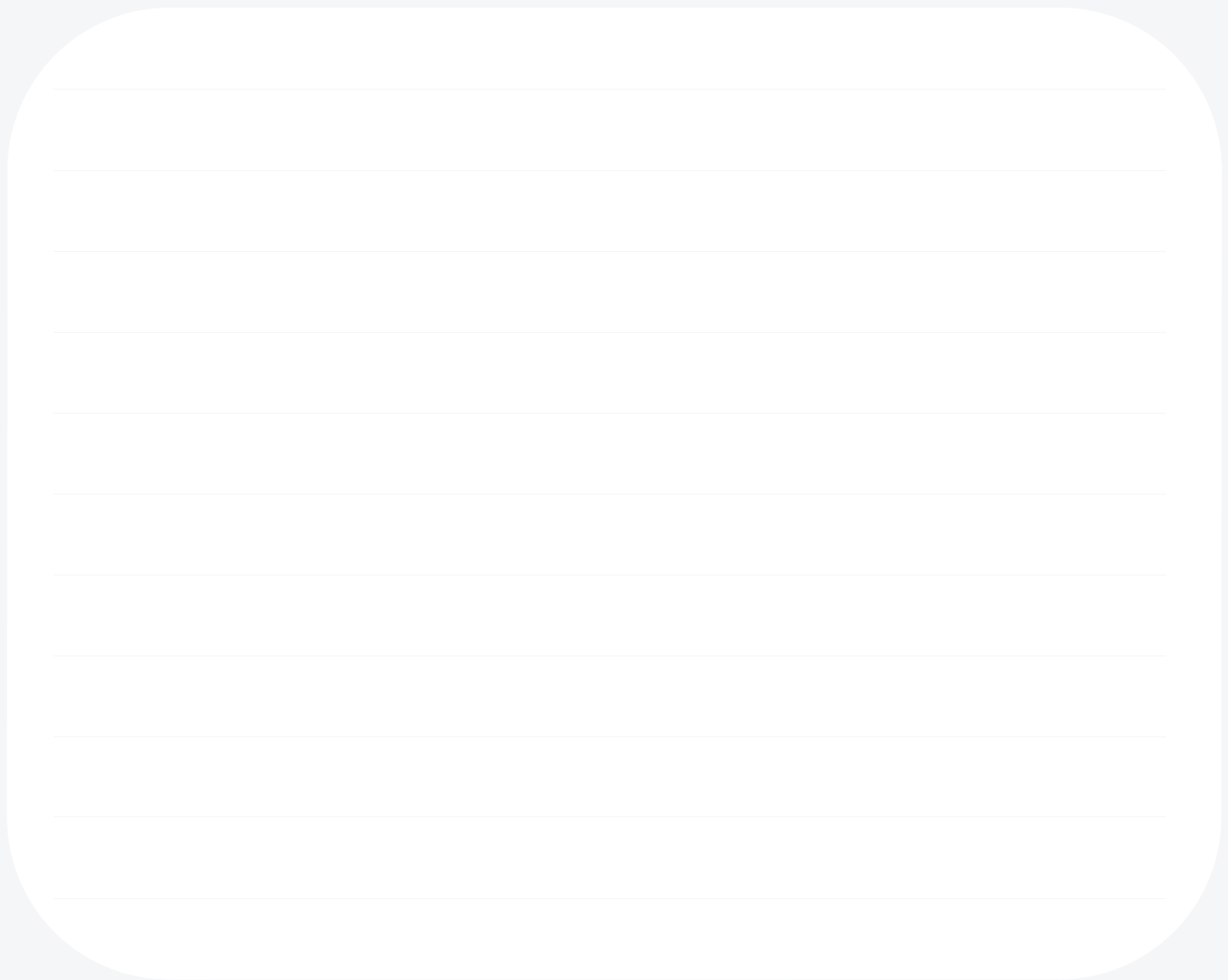


Competitive Analysis

Take a look at your closest competition and the things they do and what they don't do.

Questions to consider about their offers and abilities.

- What do they not have the resources to do (time, money, personnel, or space)?
- What would they not do even if they could (personality, values, identity)?


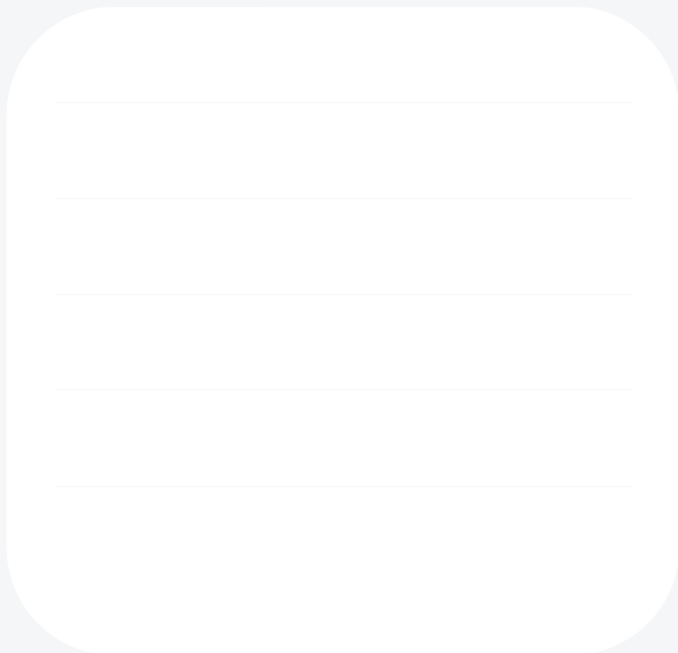
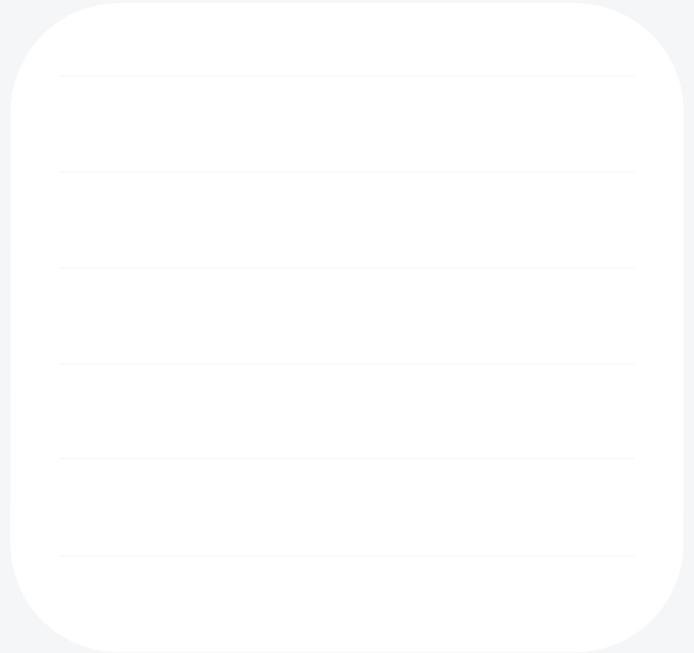
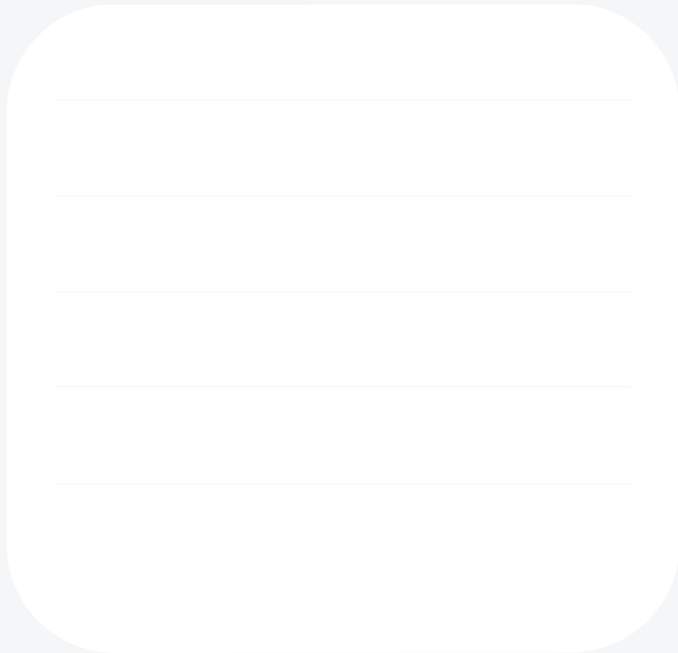
A large white rounded rectangle with horizontal lines, serving as a workspace for notes. It contains 12 horizontal lines for writing.

Customer Research

Research your customers. What attracted them to you and what trends are important to that customer that you can build upon.

Create a list of all your past and current clients.

1. Make a list of your best clients, clients you want to attract for the future of your business.
2. Make a list of clients you'll take and what attracts them.
3. Banned list of clients you want nothing to do with.
4. What can you learn from your best clients?



Generating Leads

How do you want to attract your ideal customers?

Pick 1 to 2 channels to start with and build your offers there.

- Content
- Ads
- Events
- Direct mail
- Referrals

Generating Leads

How do you want to attract your ideal customers?

Pick 1 to 2 channels to start with and build your offers there.

- Content
- Ads
- Events
- Direct mail
- Referrals

Next you want to create an offer before your offer.

It can be beneficial to create an offer to warmup a client who isn't ready yet by offering them value in another form before they make a purchase.

This can be done by:

- A free or low-cost guide
- An email newsletter
- A consultation
- A course

Implementing this type of offer in your business can take time but offer **real sustainable growth**. It also builds trust and naturally moves prospects closer to buying higher ticket services or products. Think of it like watering your garden.

Additionally, this builds authority and cements you as an expert. You will position yourself as an expert and when combined with what makes you different this

Avoidable mistakes that can drive clients away.

The last piece is making the pitch. A subtle pitch should be available as a call to action rather than a fastball to the face.

Don't:

- Annoy people with pitchy sales emails
- Talk about how great your services or awards are
- List out all your features
- Push services aggressively