



YOU KNOW YOUR COMPANY IS AMAZING.
It's time the world knows it.

BRAND WORKBOOK

BRAND BELIEF

“People don’t buy what you do they buy why you do what you do” - Simon Sinek.

Potential buyers who feel a “high brand connection” are 60% more likely to consider, purchase and even pay a premium price according to Gartner. People want transparency, honesty and they want to be told a story. Why did you start your business? Why did you decide to strike out on your own?

What is your brand Utopia?

(How does your brand positively influence the community/world around it?)

What do you believe is the heart behind the business?

(What gets you up in the morning? Money is not the WHY, it’s the result)

What is the emotional benefit you’re solving for your ideal client?

IDEAL CLIENT

“We must first understand and know our target audience before ever marketing.”

Without doing research about your ideal client you aim to fail at marketing. Think about it. When you go fishing you do go to the mountains, you go the lake. And what do you bring to catch the biggest fish, the biggest worms! This works the same way.

Question

Age Range?

What do they value?

What do they wear?

How do they spend their time?

Where do they spend their time?

General Interest?

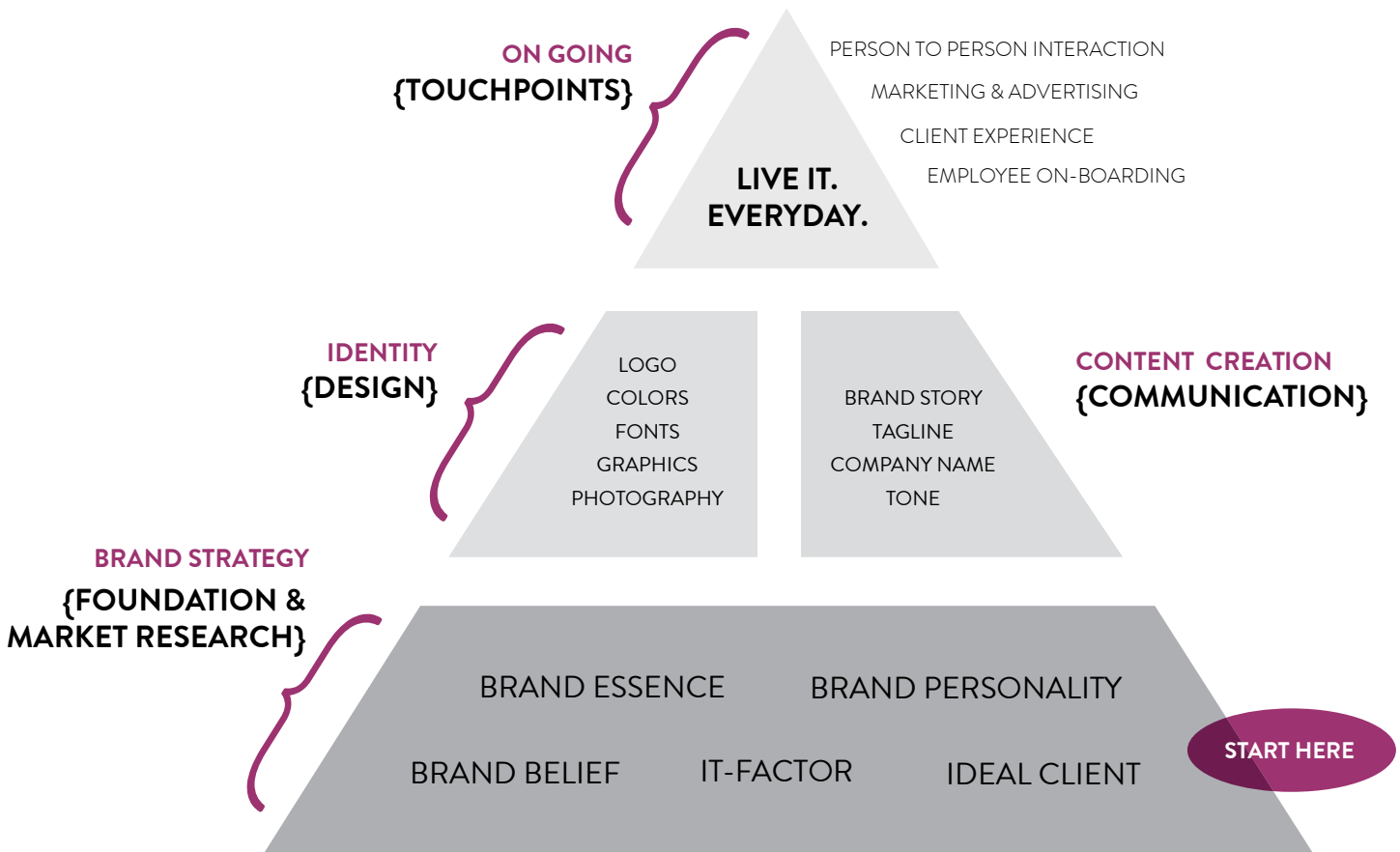
Gender?

How much money do they make?

Where do they live?

NOVUS BRAND PYRAMID

WHAT IS BRANDING?



THE NOVUS BRAND PILLARS®

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