



#### 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, honestly 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 L	topia?				
(How does your brand po	sitively influence the co	ommunity/wo	rld around it?)		
What do you believe	is the heart behind	l the huein	0007		
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 gets you up in the	norning? Money is not	i irie vvi i, ii s	s the result)		
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What is the emotiona	il benefit you're sol	ving for yo	ur 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?

### LIVING YOUR BRAND

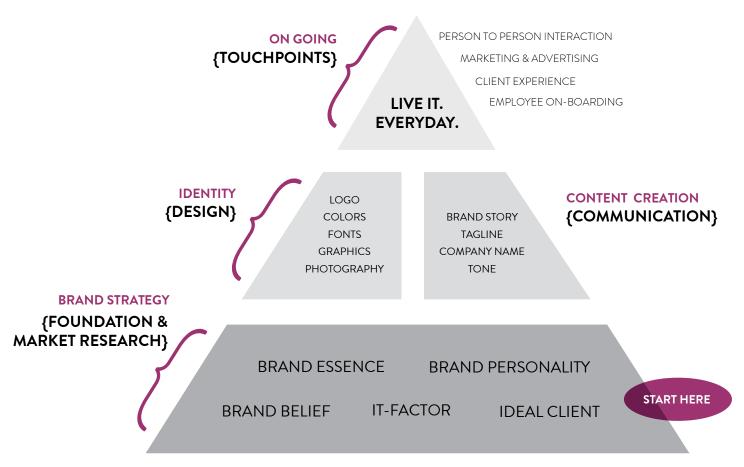
Stage three in the brand pyramid (see page 4). How will you start living your brand? How will you live your message? Some ways may include website, business cards, pitches, speaking, operations, email signatures, etc...

The start of your brand pillars	Ways to show them		
Brand Belief			
Target Audience			

Please note these are the starting points to creating a strong brand foundation using the Novus Brand Pillars. The Brand belief and target audience are only two of the five elements of the pillars. To view all pillars of the brand view the last page to see the Novus Brand Pyramind.

### **NOVUS BRAND PYRAMID**

### **WHAT IS BRANDING?**





THE NOVUS BRAND PILLARS®

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