

APEX 
INSIGHTS

WALK THE TALK

WORKBOOK

BE YOUR
BRAND

BE YOUR BRAND

INTRODUCTION P4

WHY?

HOW?

WHAT?

KEYPOINTS FROM THE VIDEO P5-7

The 8 criteria for your brand essence

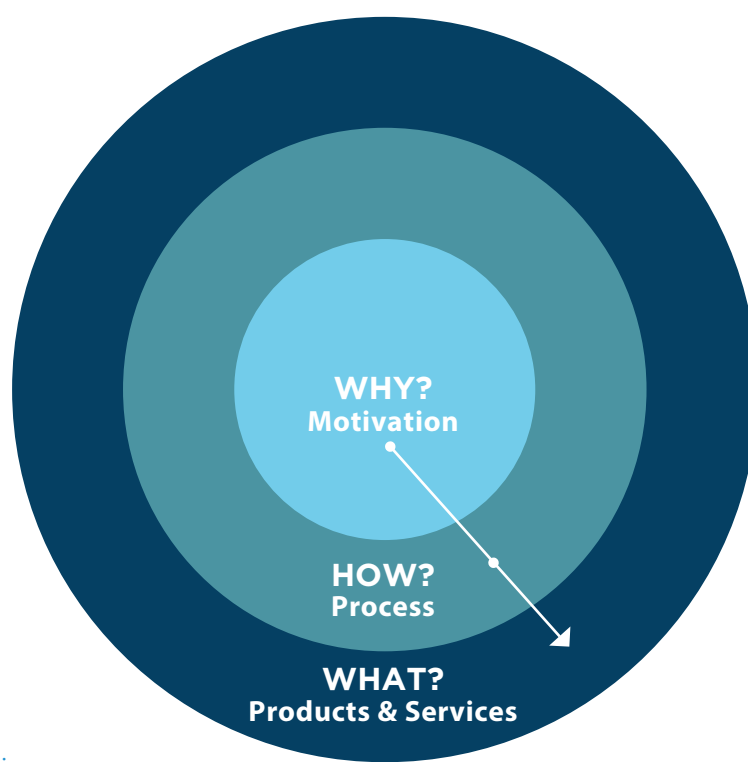
Your brand's "must have" touchpoints

You brand's "nice to have" touchpoints



APPLY THE LESSON P8-12

- Your brand starts with the questions: Why?
- Complete the brand essence questionnaire
- Diagnose your visual identity
- Complete your Unique Selling Proposition



WHY? Motivation

People don't buy what you do or how you do it. They buy why you do it. Yes, they care about the how and what, but these speak to reason, while the **why speaks to emotion**. Your **why** is thus a key differentiator when you are able to succinctly articulate it. Start by reflecting on your own cause; the why you do what you do. So why do you do what you do?

HOW? Process

How is important because **clients will want to know how they should engage with you**. How do you bring your **why** alive? What are your channels to market? How do clients engage with you - face to face or digitally? What is your client target? These are all important questions to reflect on when you think about **how**.

WHAT? Products & Services

What you do is of course important rationally, and clients and prospects will of course want to know the details. So ask yourself questions like what products and services do you offer? **What makes them different? What role can they play in the lives of your clients?** What features and benefits do they provide?

“When you have clarity on the three overarching questions above, you have the fundamentals of a strong brand and the business model / marketing strategy to support it.”

THE 8 CRITERIA OF YOUR BRAND ESSENCE

- 1 UNIQUE**
How it is different from competitors selling the same services?
eg: Thirty years of helping local Australians becoming financially independent.
- 2 INTANGIBLE**
Tap into what your audience feels.
eg: Are people frustrated over not getting ahead, providing their family security, uncertainty in the market ect?
- 3 SINGLE-MINDED**
One word to describe the essence is ideal.
Maybe a short phrase.
eg: Financial soulmate. Realiser of financial dreams. Financial coach
- 4 MEANINGFUL**
Be relevant to the audience
eg: How **specifically** are you relevant to your audience?
- 5 EXPERIENTIAL**
Captures what your audience feels during an experience with your brand.
Ask your clients what they feel when they experience your brand.
- 6 AUTHENTIC**
Be credible - people need to believe in your brand.
What's your truth? What is the meta-theme that drives you?
- 7 CONSISTENTLY DELIVERED**
Every experience must deliver the promise of your essence.
Ensure your visual identity is consistent across all touchpoints.
- 8 SUSTAINABLE**
It doesn't change.
Ever.
While your visual identity may evolve, your brand essence should be sustainable.

YOUR BRAND'S 'MUST HAVE' TOUCHPOINTS



YOUR BRAND'S 'NICE TO HAVE' TOUCHPOINTS



YOUR BRAND STARTS WITH WHY:

(answer the following questions)

WHY? Motivation

WHY YOU DO WHAT YOU DO?

HOW? Process

HOW YOU DO WHAT YOU DO?

WHAT? Products and Services

WHAT DO YOU DO?

THINK ABOUT YOUR BRAND ESSENCE

(answer the following questions)

UNIQUE: How are you different from competitors selling the same services?
(eg: Level of education, customer experience, staff knowledge)

INTANGIBLE: What if you tap into the imaginary feelings of your client?
(eg: Feeling empowered)

SINGLE-MINDED: One word or a short phrase to describe the essence is ideal.
(eg: Fresh)

MEANINGFUL: How are you relevant to the audience?
(eg: Do you provide tailored offers to different clients you service?)

EXPERIENTIAL: What does the audience feel during an experience with your brand?
(eg: Working with you makes me feel that my family is secure)

[Empty dashed box for experiential response]

AUTHENTIC: Why should we trust you?
(eg: Your track record and your beliefs)

[Empty dashed box for authentic response]

CONSISTENTLY DELIVERED: What is your promise and do you deliver it?
(eg: High level of personal service)

[Empty dashed box for consistently delivered response]

SUSTAINABLE: What is an essential ingredient or value that never changes for you?
(eg: Always challenging the status quo)

[Empty dashed box for sustainable response]

DIAGNOSE YOUR VISUAL IDENTITY:

(Tick and add the touchpoints you have)

MUST HAVES

- Business cards
- Stationery
- Blog
- Photos
- eMail signature
- Website
- Social media
- LinkedIn
-
-
-

NICE TO HAVES

- Videos
- Testimonials
- Ratings & reviews
- Catalogue / brochure
- Podcasts
- eMail marketing
- Newsletter
- PR & articles
-
-
-

UNIQUE SELLING PROPOSITION

(based upon your responses to the Brand Essence Questionnaire and Your Brand's 'Why, How, What', complete the following USP sentence)



I believe in

.....
[your 'Why']

and therefore I work with

.....
[who specifically? - the target market]

..... who want to

.....
[what problems do you fix or results do you achieve?]

by

.....
[doing what, and how?]

The proposition can be used:

- In the introduction to your website
- At the beginning of Youtube videos
- On social media (LinkedIn / Facebook)
- At the beginning of a Slideshare

