

Orwell*

Branding Workshop

Welcome!

I'm glad you're taking the time to develop how you're seen by the world.

In this booklet I've laid out big questions you can ask yourself to tease out how you really feel about your work and your brand. Take your time, be honest and follow the process for best results.

If you have any questions about what I've covered, get in touch! You can get me on Instagram @OrwellMcg or at orwell@orwellmcg.com.

Good luck!

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1. Where you're at

What do you do?

- * What do you specialise in?
- * What's the value in your services?
 - * e.g. a graphic designer provides more than just logos. They give a company a face, a visual anchor to evoke feelings that cause people to connect with a brand and lead them to follow, register or buy.
- * If you could be known for just one thing what would it be?
- * Does what you do inspire you?

What are the reasons behind your desire for a new brand direction?

- * Do you want to appeal to different people than you are now?
- * Are you attracting the right kind of business?
- * Do people know what you do?
- * Are you fulfilled in your work?

What are your aims for the project?

- * How will you know the new branding is a success?
- * What do you need it to do for you?
- * Can you set measurable goals?

What makes you stand out from the competition?

- * What are you doing well right now?
- * What do you excel at?
- * What else?

Who are your most frequent or most profitable clients?

- * Why do they buy from you?
- * What do they value about what you do?

Is there a type of client you're not currently attracting?

- * Who else could benefit from what you do?
- * Who would you love to work with?
- * Who is on your list of dream clients?
 - * What would these people need to see to be compelled to work with you?
 - * How could you get your message in front of them?

What do you find most inspirational about your business?

- * What motivates you to work in your business?
- * What is it about what you do that makes you happy?
- * Think about the kind of client that inspires you
 - * What about them inspires you?
 - * What is it about their projects that motivates you?
 - * How can you bring that kind of energy to your business?

What values drive your business?

- * Why do you do what you do?
- * What's important to you about the way you run your business?
- * What matters in terms of how you interact with your clients, staff and suppliers?

2. Looking to the future

What do you want to be known for?

When you understand who you are, who your most profitable clients are, your space in the market and what inspires you, you can create a compelling proposition for anyone who might work with you.

- * How is what you do and say different from your competitors?
- * What is it about what you do that clients value?
- * How can you focus your message to become the business that people want to work with

Who exactly should this new brand direction wow?

- * Think beyond clients
 - * Who can help you achieve your business goals?
 - * Is there a supplier or collaborator you want to work with?
 - * Is appealing to great staff a priority?
 - * What kind of people should your work inspire?
- * What can you do to wow them enough to draw them to you?
- * If you have a few answers, list and prioritise them

How should people feel when they see your new brand style?

- * What should they think about your business?
- * Can you distil the feeling into three adjectives?

How will your new branding reflect your big picture?

A brand identity can communicate your dreams and aspirations for your business. Your visual style is a promise of what you can deliver. There's no reason why you shouldn't aspire to be a leader in your field and present that to the world.

- * What is your big picture vision for your business?
- * What would your new brand identity need to do to reflect your exciting vision?

3. Blue sky future

What would your business achieve if there was nothing in your way?

- * How would your business work?
- * What kind of people would you work with?
- * What would be your goals?
- * What benefit would you bring to the world?
- * What kind of culture would you create?

What would your life be like?

- * How would you spend your time?
- * What kind of projects would you create?
- * What would your holidays be like?
- * How much would you earn?

Was that useful?

DM me and let me know
if you have any questions

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