



Clarify Your Brand Strategy

DEFINE WHY YOU SHINE

SOLEIL

Why Start With Why

DESIGN FOLLOWS STRATEGY

Brand strategy is the essence of long-term business success. Organize the overlap between your business' heart, your business' goals, and your audience's needs.

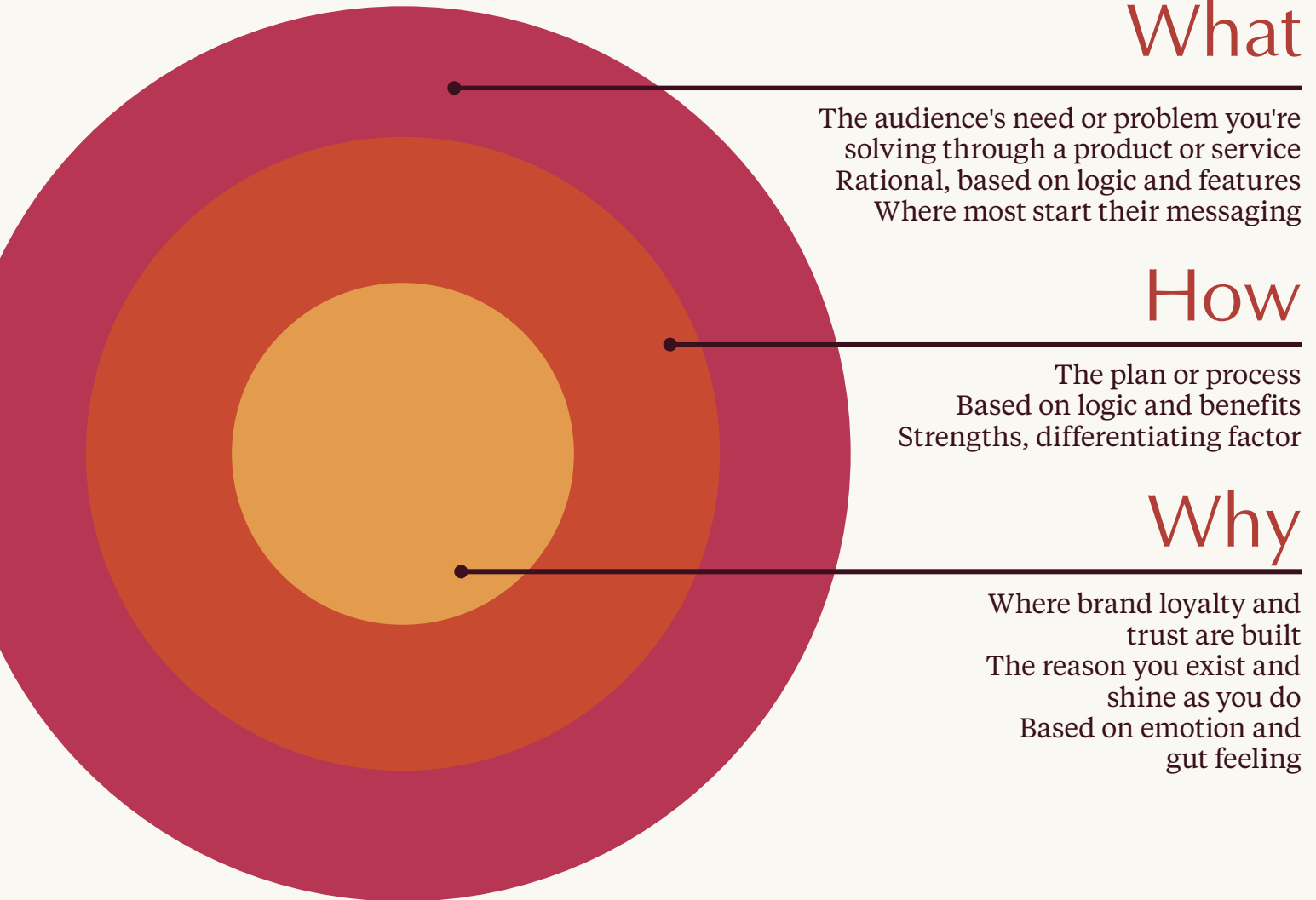
Get ready to discover the soul of your business so your audience easily connects with your why.





Define Your Why

THE CORE OF YOUR PURPOSE



EXAMPLE: Asana

WHAT: Project management software

HOW: Enabling teams to work together effortlessly

WHY: To help humanity thrive

BRAND BIO: Helping humanity thrive by enabling all teams to work together effortlessly. *(Note: they didn't even mention their what)*



Clarify Your Why

KEY: KEEP YOUR AUDIENCE IN MIND

First, think about what your audience will have a strong connection with.

Then, using clear and concise language, consider the following. Get to the core of your why and work from there.

WHAT DO YOU DO?

HOW DO YOU DO IT?

WHY DOES YOUR BUSINESS EXIST? WHY ARE YOU HERE?
THINK OF YOUR CORE VALUES.

START CRAFTING YOUR BRAND BIO:

Create Your Brand Bio

GET EVEN CLEARER

Consider your demographic, their problem you solve, a hint at your plan for them, and what success looks like after utilizing your product or service.

EXAMPLE: Pilates class for soccer mom demographic

AUDIENCE: Moms

PROBLEM: Busy schedules

PLAN: Short, meaningful workouts

SUCCESS: Health and renewed energy

BRAND BIO: We provide busy moms with a short, meaningful workout they can use to stay healthy and have renewed energy.

YOUR AUDIENCE:

THEIR PROBLEM:

YOUR PLAN OR PROCESS:

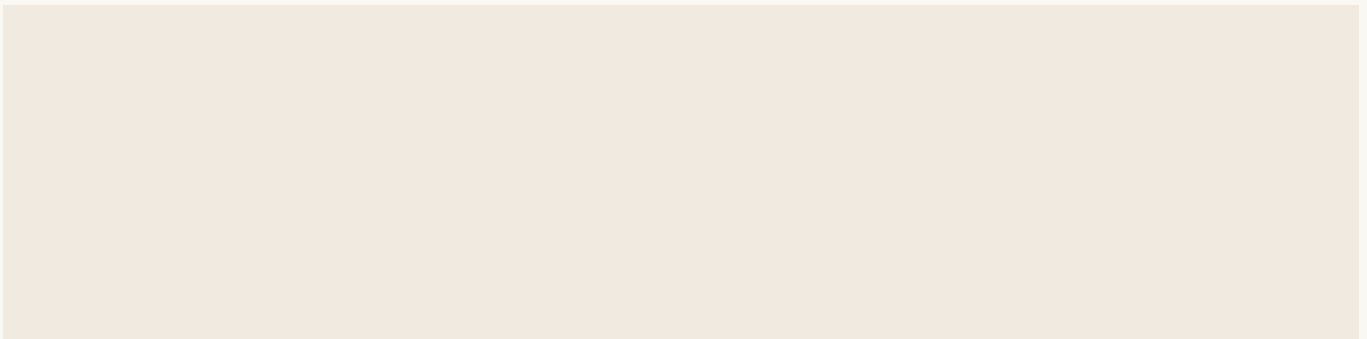
THEIR SUCCESS:

Simplify & Refine

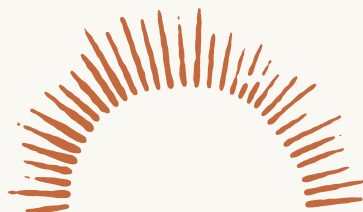
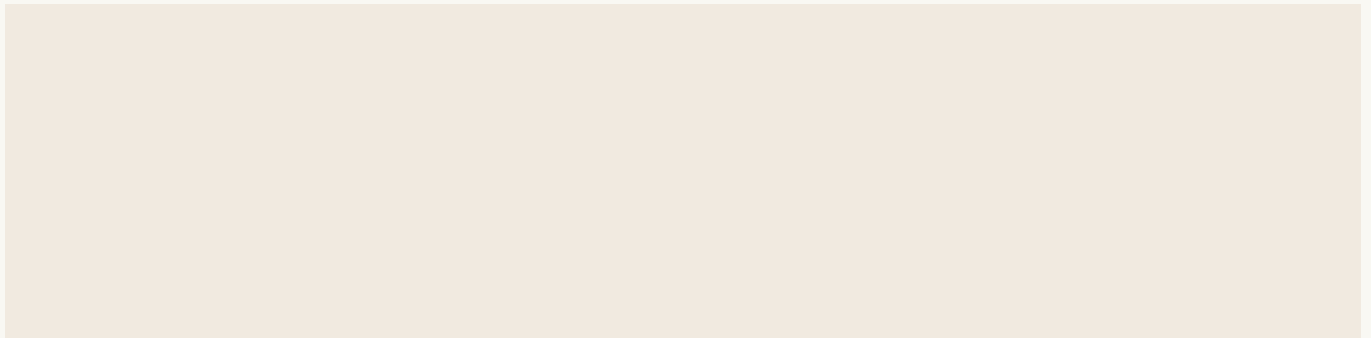
PUT IT ALL TOGETHER

Organize all your answers and take a stab at your own brand bio. Edit and revisit your bio until it's simple, clear and effective. Test it out on family and friends, past clients or customers, even children – that's how simple it should be.

YOUR TURN



ONE MORE TIME (AT LEAST)



How to Use Your Bio

USE IT LIBERALLY

Repeat your bio over and over to increase the percentage chance that customers will read it and understand your offerings. Start seeing results with clear marketing and messaging using these simple steps:

MEMORIZE YOUR BIO AND REPEAT IT OVER AND OVER

Read and repeat it until you can recite it as fast as your own name. This exercise solidifies your new messaging campaign.

INCLUDE IT ON YOUR WEBSITE

Within 3-5 seconds of landing on your site, you want your potential customer to know exactly what your business does. Make sure your bio is above the fold, aka near the top.

REPEAT YOUR BIO IN EVERY PIECE OF MARKETING COLLATERAL POSSIBLE

Your concise, consistent description that tells your audience *exactly* what you do. Use it in the following places:

Social media descriptions

Business cards

Letterhead

Newsletters

Email signature

Printed signage

Packaging

Swag

I'D LOVE TO HEAR YOURS

Email me: mk@soleildesign.studio