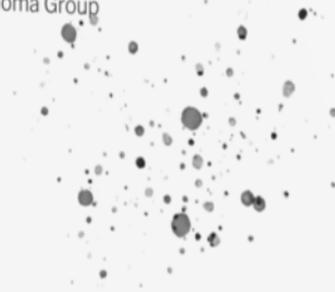


Kala

Kala

**BRANDING
WORK BOOK**

—
Paloma Group



**BRANDING
WORK BOOK**

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Paloma

Kala

**“When people use your
brand name as a verb,
that is remarkable.”**

- Meg Whitman

Palama

01 CHARACTER

In the story of your brand there is a main character: that main character is your customer. Not you but your customer.

Describe your ideal customer as clearly as possible.



Key words from this to use in your brand communication.



02 **PROBLEM**

And that customer has a problem. Sometimes it's a very obvious problem where they are searching for a solution, sometimes it is a problem that they did not know they had, but an obstacle that gets in the way of living their best life.

Describe your ideal customer as clearly as possible.



Key words from this to use in your brand communication.



03 **GUIDE**

Your customer meets a guide, and that's you!

Describe as clearly as possible who you are, what vision you have, why you are started (or want to start) a business and what you want to achieve for yourself.



Key words from this to use in your brand communication.

04 PLAN

You have a plan: your service or product you solve your customer's problem with.

Describe as clearly as possible how you solve the problem of your ideal customer.



Key words from this to use in your brand communication.



05 ACTION

To solve that problem, your customer must take action.

Describe as clearly as possible which actions your ideal customer should take to solve his or her problem (together with you).



Key words from this to use in your brand communication.



06

FAIL

You, as a guide, clearly highlight what will happen if your customer does not solve his or her problem. What is the worst case scenario (that they want to avoid)?

Describe as clearly as possible what is happening / not happening for your ideal customer if they don't solve their problem.



Key words from this to use in your brand communication.



07 **SUCCES**

And what can happen if your customer does solve the problem? They will live their best life, and they want to achieve that most of all!

Describe as clearly as possible what the result is for your ideal customer as they will solve their problem together with you as a guide.



Key words from this to use in your brand communication.



08 PITCH

Now you can distil that entire brand story until only the essence remains: your brand pitch. A pitch is a real must-have as an entrepreneur because you need it every time someone asks "*and what are you doing?*". And a good pitch opens doors!

Now briefly write the pitch of your brand (preferably in 1 sentence!) with your brand story info.



Summary of all keywords / phrases to use in your brand communication.

