

W O R K B O O K

TRUE



THE BRAND
WORKBOOK
THAT
STARTS
AT THE
BEGINNING

TRUE RELEVANCE AND
UNIQUE ENGAGEMENT
FOR BUSINESS

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T.R.U.E. BRANDING

(Truthful, Relevant, Unique, and Engaging)

The outline that follows will guide you and your company through a **T.R.U.E. Branding** discovery process, revealing **TRUE Brand initiatives** that facilitate better, more efficient, and more focused brand marketing communications strategies. This process will be facilitated by Spoke Communications, LLC President and The Brand Chef, Andrew B. Clark.

For over 20 years, Andrew has been working with companies and associations from agriculture to community municipalities, service providers and retail industries to differentiate, define, defend, and deliver **TRUE Brand marketing communications**. Creating smarter connections to his clients' targeted markets.

By no means, once this process is taken, will your branding journey be over. A **TRUE Brand** is always evolving, ever-growing and revealing new aspects of itself as business and opportunities arise within the company and the industries you navigate. It's advised that this process is taken and reviewed by the management team at least every six (6) months and by the company **as a whole**, annually.

The **TRUE Brand** is powerful and driving force for communication. Done with honesty, focus, and diligence, this discovery process will teach you more about yourself and your company than you'd ever imagine a business and marketing process could.

Good luck! And happy branding!



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TRUTH:

“AND YE SHALL KNOW THE TRUTH, AND THE TRUTH SHALL MAKE YOU FREE.”

JOHN 8:23

THE TRUTH ABOUT YOUR COMPANY - YESTERDAY

(Please answer the questions below as thoroughly as possible.)

- **WHO founded your company?** *(Who were the key players in the foundation of the company? What were their roles? What were some of their character traits that made the founding of the company easier / more challenging?)*

- **WHAT was the prime directive for the establishment of the company?** *(What, specifically, was the product and / or service your company provided? was it original to the market? What were some of the challenges the founders experienced in bringing their prime directive to fruition?)*

- **WHEN was the company founded?** *(Dates are great, but describe the timeframe of the founding of the company. What was the economical feel for your industry at the time? Was it booming? Was the industry in a depression, recession? What were some of the challenges that needed to be overcome during this time?)*

- **WHY was the company founded?** *(Did the product or service fulfill a need in the marketplace? Was it a hobby grown to a profitable venture?)*

- **WHERE was the company founded?** (*Location, location, location... was a strategy or a necessity? Did location have a factor on the decision to go into business at all?*)

- **HOW was the company founded?** (*On a whim? What were some of the specific challenges faced in the founding of the company – financial, motivational, etc. - and how did the founders overcome those issues?*)

-

Past Clients - (*Name 3 clients that have used the company's product or services in the past. This can be generalities "Women between the ages of 21 and 35..." or it can be specific "Jerry Anderson. He liked the way Margaret used to get him coffee every time he came in..."*)

- WHO: _____
- WHY: _____

- WHO: _____
- WHY: _____

- WHO: _____
- WHY: _____

- WHO: _____
- WHY: _____

Positioning – (*Don't let the "Marketing Jargon" throw you off! If the company had a positioning statement "We provide SMB with viable marketing and communications resources - integrating emerging technologies with proven marketing strategies." then write it down...)*

- _____

THE TRUTH ABOUT YOUR COMPANY - TODAY

(As in the previous section, please answer the questions below as thoroughly as possible.)

- **WHO works at your company?** *(Original players? Additional Staff? Roles, How do the founder's values and vision compare to the current staff? etc...)*

- **WHAT was the prime directive of the company?** *(What, specifically, is the product and / or service your company provides? Has it changed since the founding? What were some of the challenges experienced and do they affect change?)*

- **WHEN are the prime hours / days of operations?** *(Dates are great, but describe the timeframe doing business at your company. What affects the hours? Multiple shifts? Why?)*

- **WHY has your company succeeded to date?** *(List the challenges faced in growing the company and how they were overcome. What was the defining moment that made the company what it is today?)*

- **WHERE does the company do business?** *(While the location of your buildings are great, tell of where the business takes place (e.g - Iowa? Des Moines, The 40 square block area between N.E> 22nd Street and Main? The INTERNET?)*

- **HOW do you succeed business?** *(Is there technology that makes an advantage? Is it a "secret formula" that creates your edge?)*

Current Clients - (Name 3 clients that use the company's product or service. This can be generalities "Women between the ages of 21 and 35..." or it can be specific "Jerry Anderson. He likes the way Margaret has energy drinks in the cooler reserved just for him...")

- WHO: _____
- WHY: _____

- WHO: _____
- WHY: _____

- WHO: _____
- WHY: _____

- WHO: _____
- WHY: _____

Positioning –

- _____

THE TRUTH ABOUT YOUR COMPANY - TOMORROW

*(This is where some of your natural clairvoyance comes into play... Knowing that not everyone can see into the future, these questions will be dependent on your ability to imagine the best possible picture of your company. This stage will obviously change from time-to-time, but without an end-point in sight, what good will a **TRUE** strategic mapping process be?)*

- **WHO will work your company?** *(Original players? Additional Staff? Fewer staff? Roles, How do the founder's values and vision compare? etc...)*

- **WHAT will be the prime directive of the company?** *(What, specifically, will be the product and / or service your company provides? Will it have changed since the founding or even today? What do you see some of the challenges being and how do they affect changes?)*

- **WHEN will be the prime hours / days of operations?** *(Dates are great, but describe the timeframe doing business at your company. What affects the hours? Multiple shifts? Why?)*

- **WHY will your company succeeded in the future?** *(Do you have a secret patent on a piece of equipment or will you learn how to make sleeping irrelevant to humans so 24-7 work shifts will be possible?)*

- **WHERE will the company do business?** *(While the location of your buildings would be great, tell where the business will take place (e.g - Iowa? Des Moines, The 40 square block area between N.E> 22nd Street and Main? The INTERNET? Pluto {although officially not a planet, it was the first one to come to mind...})*

- **HOW will you succeed business?** *(Is there technology that makes an advantage? Is it a “secret formula” that creates your edge?)*

TARGET AUDIENCE – THIS IS IMPORTANT! *(Name 3 clients that you think SHOULD use the company’s product or service. This can be generalities “Women between the ages of 21 and 35...” or it can be specific “Jerry Anderson. He’s been using ‘company x’ for years and we would be better for him because...”)*

- WHO: _____
- WHY: _____

- WHO: _____
- WHY: _____

- WHO: _____
- WHY: _____

- WHO: _____
- WHY: _____

Positioning –

- _____

TRUTH IS THE FOUNDATION OF THE ENTIRE T.R.U.E. BRANDING PROCESS. ONCE YOU HAVE A FIRM UNDERSTANDING OF THE TRUTH OF YOUR COMPANY, YOU CAN THEN APPLY IT TO HOW YOUR COMPANY CAN BE RELEVANT, UNIQUE AND ENGAGING.

RELEVANCE:

“YOUR PURPOSE IS TO MAKE YOUR AUDIENCE SEE WHAT YOU SAW, HEAR WHAT YOU HEARD, FEEL WHAT YOU FELT. RELEVANT DETAIL, COINED IN CONCRETE, COLORFUL LANGUAGE, IS THE BEST WAY TO RECREATE THE INCIDENT AS IT HAPPENED AND TO PICTURE IT FOR THE AUDIENCE.”

DALE CARNEGIE

THE RELEVANCE OF YOUR COMPANY

(Please answer the questions below as thoroughly as possible.)

Provide THREE (3) Relevant Points About Your Company (Positive {+} & Negative {-}).

1) What is the relevance of your company to her TARGET AUDIENCE?

EXAMPLE:

- + - *“We are relevant to our target audience because we provide organic vegetables and produce within the walking distance of their homes.”*
- - *“We aren’t relevant to our target audience because we aren’t able to take orders from our website.”*

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2) What is the relevance of your company to the EXISTING INDUSTRY?

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3) How is your company relevant to her COMPETITORS?

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4) How are your company's employees relevant to their TARGET AUDIENCE?

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5) How are your company's employees relevant to their INDUSTRY?

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6) How are your company's employees relevant to the COMPETITORS' employees?

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WHAT IS THE WEIGHT OF YOUR COMPANY'S RELEVANCE?

When done with the above survey, **go back and score each positive and negative on a scale from 1 to 3.** Comments scored with a 1 will be most favorable and comments scored with 3 will be least favorable.

Write them in the area below.

POSTITIVES: scored with a **1** (*most favorable*)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

NEGATIVES: scored with a **3** (*least favorable*)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

UNIQUE:

“CHERISH FOREVER WHAT MAKES YOU UNIQUE, 'CUZ YOU'RE REALLY A YAWN IF IT GOES.”

BETTE MIDLER

THE UNIQUE ASPECTS OF YOUR COMPANY

(Please answer the questions below as thoroughly as possible.)

Provide THREE (3) Unique Points About Your Company (Positive {+} & Negative {-}).

1) What makes your company unique to her TARGET AUDIENCE?

EXAMPLE:

- + - *“We are unique to our target audience because we’re the only producer of simulated fur made from 100% recycled cardboard.”*
- - *“Our target audience doesn’t understand the unique value of using 100% recycled cardboard as a fur substitute.”*

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2) What makes your company unique in the EXISTING INDUSTRY?

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3) **IMPORTANT ->** How is your company unique compared to her **COMPETITORS?**

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4) How are your company's employees unique to their TARGET AUDIENCE?

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5) What makes your company's employees unique to their INDUSTRY?

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6) How are your company's employees unique to the COMPETITORS' employees?

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WHAT IS THE WEIGHT OF YOUR COMPANY'S UNIQUENESS?

When done with the above survey, **go back and score each positive and negative on a scale from 1 to 3.** Comments scored with a 1 will be most favorable and comments scored with 3 will be least favorable.

Write them in the area below.

POSTITIVES: scored with a **1** (*most favorable*)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

NEGATIVES: scored with a **3** (*least favorable*)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

ENGAGING:

“TRUE LOVE STORIES NEVER HAVE ENDINGS.”

RICHARD BACH

THE ENGAGING ASPECTS OF YOUR COMPANY

(Please answer the questions below as thoroughly as possible.)

**Provide THREE (3) Engaging Points About Your Company
(Positive {+} & Negative {-}).**

1) What makes your company engaging to her TARGET AUDIENCE?

EXAMPLE:

- + - *“Our target audience finds us engaging simply by the way Nathan hand-writes ‘Thank you’ letters after each service call.”*
- - *“We haven’t kept records of customers that purchased from us so we can’t follow-up with promotions or upgrades to the products they bought.”*

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2) What makes your company engaging with your EXISTING INDUSTRY?

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3) How is your company engaged with her COMPETITORS?

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4) How are your company's employees engaged with their TARGET AUDIENCE?

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5) What makes your company's employees engaged with their INDUSTRY?

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6) How are your company's employees engaged with the COMPETITORS' employees?

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WHAT IS THE WEIGHT OF YOUR COMPANY'S ENGAGEMENT?

When done with the above survey, **go back and score each positive and negative on a scale from 1 to 3.** Comments scored with a 1 will be most favorable and comments scored with 3 will be least favorable.

Write them in the area below.

POSITIVES: scored with a **1** (*most favorable*)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

NEGATIVES: scored with a **3** (*least favorable*)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

RESOLUTIONS:

TAKING TRUE ACTION:

Name 3 actionable items to build your company's TRUE Brand:

1. My company needs to: _____
Therefore we will: _____
2. My company needs to: _____
Therefore we will: _____
3. My company needs to: _____
Therefore we will: _____

TRUE TACTICS:

Name 3 tactics (based on the above actionable items) to build your company's TRUE Brand:

1. Tactic 1: _____
2. Tactic 2: _____
3. Tactic 3: _____

Notes:
