



Bankable Branding Starter Workbook For Entrepreneurs



by: Brand Excitement

Congratulations on stepping forward and diving into this awesome gift! This mini-set has been designed to help you cover the first components of the 7 core principles of building a brand that draws in more visibility and opportunities for your business.

Translation: Bankable Baby!

When you have the right branding components in place, you make it clear and easy for those that truly need your services or products to reach into their pockets and work with you.

This “sampling” **of 7 worksheets** is from the Bankable Branding Toolkit. The full home study course has 7 audio classes, transcripts, over 60 worksheets, templates and checklists, excel formatted documents and more, all combined to cover the following Brand Essentials:

1) Naming – When You Aim for the Best Name you set the best foundation. In the worksheets we get your naming right and make sure it can go global before you invest your time and energy into it.

2) Messaging – When you Get To The Heart of Your Message and express your values and abilities, you attracts others to you in full integrity.

3) Positioning – By Positioning Yourself as an Approachable Leader you cast a wide net that serves more people than you alone can handle, unleashing your talent across the globe.

4) Signals – Signals That Support Your Brand are often the first impression of your brand. They need to stand out, be strong and fill in the holes when you're not around.

5) Experience – To keep client referrals rolling in and your current clients coming back you must give them an exciting experience. Making your service tangible does just that!

6) Exposure – There are ways to get exposure in everything you do and draw people to your brand online, in person and effortlessly when you're out and about.

7) Management – To reach your full potential you need systems in place to manage your team and market your business processes. No business should be without a Brand Management Program!

About Beatrice Johnston

For over 15 years Beatrice Johnston has been creating and supporting the brand experience. As the director of Brand Excitement she designs marketing materials, websites, blogs and social media messaging that increases visibility, opportunities and prosperity for service based businesses.

As a brand developer she has unique experience as a Project Manager, Graphic Designer and Producer. Prior to starting Brand Excitement she worked for several financial brands including American Express and JP Morgan Chase, and as a model she's worked for the top brands in the industry such as Revlon, Avon, Cosmopolitan and Essence. She has coupled this unique insight to help her clients build a profitable brand that is an authentic extension of their passion and expertise.

She has been featured in O, The Oprah Magazine, Fox News and many regional newspapers and radio shows. She has a special expertise in recognizing growing trends and opportunities in the marketplace and generously shares this knowledge and guidance with her clients and audience participants.

Beatrice has been a key speaker for Monster.com and NYU and several business organizations on education, social media and branding. Her Bachelor of Arts degree from the University of Illinois and a Professional Certificate in Journalism from New York University further attest to her dedication and unique insight in serving this market.



Aim For The Best Name!

Worksheet 1 – Aim for the Best Name Do a Brain Storm/Brain Dump Keywords

This is going to be fun! We're going to do a brain dump of all of the names that are closely and loosely related to what matters most for your brand.

For this assignment you'll need a blank sheet of paper to write your ideas onto.

1) Start with the ideal name that you're thinking of, and then write every word you can think of that is associated with that word, as new words pop into your mind, write those down as well. Continue until you can't think of anything else.

2) Next, choose the 10 words that stand out the most and provide the most clarity about the company, service or product your naming. Now, one-by-one, I want you to look up each of those words to find even MORE words that you can add to your list:

- a) Go to www.wordhippo.com and type the word in, looking at other synonyms
- b) Go to the Edinburgh Word Association Thesaurus at <http://www.eat.rl.ac.uk/> and search for the stimulus and responses to your favorite words. Amazing what you'll discover as you list these triggers! For instance, instead of using "Income Building Brand Camp" I found the word "Bankable" and used it for "Bankable Branding Bootcamp." The word "income" would have worked, but Bankable makes it a bit more fun.
- c) Choose up to 10 varieties of words and go to www.rhymezone.com to see if there are any words that rhyme with your keywords which can provide clarity and recollection value.
- d) Next, look at your keywords and string together a few words that can accurately describe your brand. Look at them creatively and see if any abbreviations or acronyms pop out at you. Whew!

Get To The Heart of Your Messaging!

Worksheet 2 – Get To The Heart of Your Messaging Define Your Value System

When you communicate your value system you give your clients a reason to invest with you. Birds of a feather flock together. Listing your values shares your highest priorities and reassures your prospects that you understand them, have walked in their shoes and live their truth.

Here's an example shared in our audio lesson from Zappos.com

As we grow as a company, it has become more and more important to explicitly define the core values from which we develop our culture, our brand, and our business strategies. These are the ten core values that we live by:

1. Deliver WOW Through Service
2. Embrace and Drive Change
3. Create Fun and A Little Weirdness
4. Be Adventurous, Creative, and Open-Minded
5. Pursue Growth and Learning
6. Build Open and Honest Relationships With Communication
7. Build a Positive Team and Family Spirit
8. Do More With Less
9. Be Passionate and Determined
10. Be Humble

I've included a set of values below to trigger your emotions, but feel free to answer these questions straight from the heart. Choose 6-10 core values from the list, or a short description of the attribute as modeled above. The list of common values is on the next page.

- 1) **Which 3-5 values** are most important to your business process? Mark these with a "P"
- 2) **Which 3-5 values best represent your character?** Mark these with a "C" and then create index cards for each one.
- 3) Now **determine an "anti-value"** for each value you've listed. For instance, if your value is "generosity" the anti-value would be "selfishness." Make a note of your anti-values on the back of the cards so that you know when you're getting off track.
- 4) Get inspired! Order the Zappos Culture book. They'll mail it to you for free. Go to <http://www.zapposinsights.com/main/culture-book/>

Get To The Heart of Your Messaging!

Accountability	Flexibility	Perfection
Accuracy	Focus	Perseverance
Achievement	Forgiveness	Persistence
Ambition	Freedom	Playfulness
Assertiveness	Friendship	Positivity
Attentiveness	Fun	Practicality
Balance	Generosity	Preparedness
Boldness	Gentleness	Professionalism
Bravery	Goodness	Productivity
Calmness	Grace	Quality
Carefulness	Growth	Reliability
Charity	Happiness	Resourcefulness
Clarity	Hard Work	Respect
Collaboration	Holiness	Self-control
Commitment	Honesty	Selflessness
Community	Honor	Sensitivity
Compassion	Hospitality	Service
Consistency	Humility	Sharing
Cooperation	Humor	Simplicity
Courageousness	Independence	Sincerity
Courtesy	Individuality	Speed
Creativity	Innovativeness	Spontaneity
Credibility	Insightfulness	Stability
Curiosity	Integrity	Stewardship
Decisiveness	Intelligence	Strength
Dependability	Justice	Structure
Determination	Kindness	Success
Dignity	Knowledge	Support
Discipline	Leadership	Teamwork
Diversity	Love	Thankfulness
Efficiency	Loyalty	Thoroughness
Empathy	Mastery	Thoughtfulness
Empowerment	Merit	Timeliness
Enjoyment	Nurturing	Trustworthiness
Enthusiasm	Obedience	Understanding
Equality	Openness	Uniqueness
Excellence	Optimism	Unity
Excitement	Order	Usefulness
Expertise	Originality	Vitality
Fairness	Passion	Wisdom
Faith	Patriotism	
Family	Peace	

Position Yourself As A Leader

Worksheet 3 – Position Yourself As An Approachable Leader Seek Positioning Opportunities

Don't wait to be discovered - make yourself known.

Here are some ways to get on the radar and into the fold. Once you've completed each task below come back here to check it off:

(1) Sign up for daily reporter queries at the following sites:

- www.HelpAReporter.com
- www.ReporterConnection.com
- <https://profnet.prnewswire.com/ProfNetHome.aspx>

(2) Take advantage of Online Radio Shows. Browse the show categories and reach out to those hosts that serve a mutual community

- www.BlogTalkRadio.com
- www.VoiceAmerica.com

(3) Become an expert contributor.

- http://www.examiner.com/about_examiner – Penetrate your local market by writing about your area of expertise.
- <http://beaguide.about.com> – become a contributor by writing for, or shooting video for, about.com
- Local newspapers – submit articles of interest and opinions to your local paper by contacting the editor and making comments online
- Local and National Magazines – Check online for submission guidelines. Every magazine accepts articles and special interest stories. Yours could be next!

Build Supportive Signals!

Worksheet 4 – Create Signals That Support Your Brand Prioritize Your Assets

There are essentially 3 levels of business progress: The Incubator phase, the Developing Phase and the Established phase. It's important to have the right signals in place at the right levels. Use the list to evaluate your inventory and rate each one on a scale of 1-10!

RATING

(1=poor, 10=excellent)

Level 1: Incubator Signals Most Needed

- (1) Name
- (2) Logo
- (3) Business Card
- (4) Stationary
- (5) Website
- (6) Social Networking

Level 2: Developing Signals Most Needed

- (1) Brochures
- (2) Newsletters
- (3) Speeches/Presentations
- (4) Media Kit
- (5) Videos

Level 3: Established Signals Most Needed

- (1) Online ads
- (2) Print ads
- (3) Signage for Operations/
- (4) Commercials
- (5) Experiences & Environment

List Additional Signals below

Outline An Exciting Experience!

Worksheet 5 – Outline An Exciting Experience Build Your Welcome Kit and Thank You Kit

You're never too old to love a goody bag. If you've ever been to a live rewards show or fashion show you know how much fun swag bags can be.

If you haven't, remember when we were kids and the dentist would give us a kit at the end of our visit with a new toothbrush, toothpaste, floss, a coloring book (which taught us more about dental care) and a sand timer? It was awesome, affordable and never goes out of style.

- **What would reinforce your ideal client's investment decision and make it very tangible?**

- Custom Welcome or Thank You DVD
- A welcome Letter
- Office procedures/hours
- An outline of policies and procedures
- Signed Contract or Agreement
- List of skills/software/capabilities
- Credit Card Authorization Form
- Client Questionnaire
- Project Schedule or Coaching schedule
- Tip Sheet / Checklist
- Gift card (Starbucks, Visa, Macy's)
- Logo items (water bottle, coffee mug, etc)
- Payment Policy
- Ethics Agreement
- Recommended Vendors List
- Testimonials Sheet
- Special Request Form
- Emergency Instructions
- W9 Form with EIN Number

Get Exposure in Everything You Do!

Worksheet 6 – Get Exposure For Everything You Do Use Products To Brand Yourself Everywhere

You no longer need to be a large corporation to appear like one. You can now create your own branded products and start promoting YOU – instead of Starbucks and Whole Foods, etc.

Create your own one-of-a-kind tools at: www.Cafepress.com

Café press allows you to order 1, or 100! The choice is up to you.

Step 1) Create an account at Cafepress.com

Step 2) Set up your Cafepress.com store. We suggest that you use your full company name for your store

Step 3) Add impressive items to your store, such as tote bags, coffee mugs, stickers and water bottles.

Step 4) Upload color and black and white versions of your logo. Your images must follow the Cafepress guidelines: Use a .jpg or .png, use RGB color profiling, resolution should be 300 dpi and 100% of the size for your merchandise or larger (just let your graphic designer know this gibberish if you don't, they'll know what to do)

Step 5) Now apply the logos to your merchandise as needed and order from your store (you can also send these to clients and post them on your site for others to order). What you walk away will look like this:



Now you and others can walk around getting exposure for YOU!

Build Your Brand Management Program!

Worksheet 7 – Build Your Brand Management Program Track Your Website Success

Your website is the equivalent to the doorway of your office. It's important that you know who stopped by, who sent them, how long they stayed and the rooms they hung out in. You should pull this report monthly.

If you don't have a service providing this data (such as your host provider, Google Analytics, etc) **sign up for Sitemeter.com to get you started.**

<u>Visit Summary</u>	<u>Visits</u>	<u>Referral Sites</u>	<u>Time on Site</u>	<u>Pages Viewed</u>
Month _____				
Month _____				
Month _____				
Month _____				
Month _____				
Month _____				
Month _____				
Month _____				
Month _____				

Use the grid below and track which search engines are sending traffic your way and the search terms those visitors are using!

Top Referring Search Engines Ranked by Visits

<u>Visits</u>	<u>Search Engines</u>	<u>% Share</u>

Top Referring Search Terms by Visits

<u>Visits</u>	<u>Search Terms</u>	<u>% Share</u>

Thank you for becoming a part of the Brand Excitement Community. As you can see, we're serious about success and helping you to bring more visibility and opportunities to your business.

We know these worksheets are outstanding but they're just the beginning. If you want to fully immerse yourself in just 7 weeks and get step-by-step guidance to build and manage your brand we invite you to get the toolkit today at:

<http://www.BrandExcitement.com/Toolkit>



You'll get to immerse yourself in weekly audio calls, worksheets, checklists, presentations and one-on-one consultations with Beatrice Johnston, Director of Brand Excitement.

Contact us to get started right away at:

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