

# FREE Brand Strategy Guide

[www.mondialtrends.com](http://www.mondialtrends.com)



## Brand & Growth Marketing Agency

---

**Passion for business growth...**



*Hi ya!*

I have put together this simple condensed brand strategy guide to help you brainstorm the process of mapping your business success, so you can attract consistent clients with magnetic messaging to help you grow your business.

As you already know, a clear message and sound marketing strategy are the foundation of every successful business. It helps you stand out from the crowd, it goes way beyond a logo design, colors, and all of the fancy stuff.

The elements you need to focus on in order to drive business growth revolve around how well you are able to build strong brand awareness, improve your brand sentiment and brand equity.

I've helped so many entrepreneurs build their brands and would love to guide you too.

See you soon.

*Dr. Matilda Olori*  
Founder - Mondial Trends  
Brand & Growth Marketing Agency  
[www.mondialtrends.com](http://www.mondialtrends.com)



---

# WHAT IS A BRAND?

A brand is a Personality, a Name, Term, Sign, Symbol or Design, or a combination of them, intended to identify the goods or services of the seller and to differentiate them from those of competitors.

When thinking about your brand strategy plan, it should be able to connect your unique value with the right audience every time they cross paths with your brand.

You need to stand out with the power of your brand.

To be in business, you need a solid strategic foundation for your brand positioning, when done right, the results will help you in developing an effective communication strategy that attracts your ideal clients.

So now let's dive right in.

---

# WHAT IS A BRAND?

A brand is a Personality, a Name, Term, Sign, Symbol or Design, or a combination of them, intended to identify the goods or services of the seller and to differentiate them from those of competitors.

When thinking about your brand strategy plan, it should be able to connect your unique value proposition with the right audience every time they cross paths with your brand. It has to be a compelling argument stating how can you solve their problems and why they should choose you.

You need to stand out with the power of your brand.

To be in business, you need a solid strategic foundation for your brand positioning, when done right, the results will help you in developing an effective communication strategy that attracts your ideal clients.

So now let's dive right in.

*Use the below questions as a strategic foundation for your brand positioning, the results will help you prioritize and assist in developing an effective communication strategy.*

# DEVELOPING A STRATEGIC BRAND IDENTITY

To create a strategic brand identity, it is paramount you have a clear understanding of your target audience/market and figured out your “who,” “what” and “why” of your brand puzzle. Once you have that then it's time to proceed to crafting your brand identity, brand positioning, creative and messaging development, implementation, maintenance and measurement.

## Brand Identity

1

- Purpose
- Mission
- Vision
- Values

2

## Brand Visuals

- Logo, Colors and Fonts
- Image Style

## Brand Positioning

3

- Unique Value Proposition
- Promise
- Attributes

4

## Brand Messaging

- Tone of voice
- Emotions
- Message Pillars

# Brand Strategy Road Map WorkSheet

Mission

Vision

Purpose

Goal

Brand Positioning:

Brand  
Promise

Brand  
Story

Purchase  
Trigger

Brand  
Experience

Brand Visuals

Logo & Colors

Fonts

Image Style

Brand Messaging Pillars

Value to deliver (Message Pillars)

Logical Message

Emotional Message

---

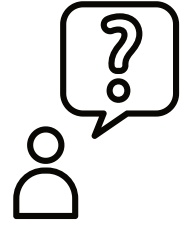
# BRAND STRATEGY FLOW PROCESS



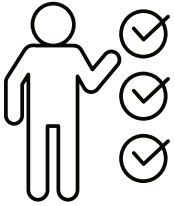
# EXAMPLE

The problem I am trying to solve...

My ideal clients between ages 35 to 45 yrs old are looking for a Nutritionist to help them lose weight in 3 months.



My Vision...



MargoLifeStyle is the global leader in helping busy clients take control of their weight and get skinny for good.

My Solution...

Create a program of healthy diet plan and accountability.

*Tip: People buy on emotion and justify with logic, in most cases emotion has nothing to do with the decision.*

## Value to deliver (Message Pillars)

### Logical Message

Book now to secure your spot and get customized meal planning and food shopping.

### Emotional Message

Free membership to the ThriveLifestyle Solution forum to share your experiences with girls from around the world.

Call to Action

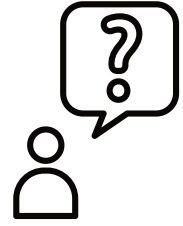
*Schedule a call*



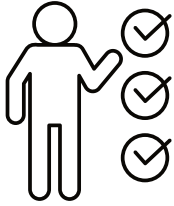
# MY MESSAGE WORKSHEET

---

The problem I am trying to solve...



My Vision...



My Solution...

People buy on emotion and justify with logic, in most cases emotion has nothing to do with the decision.

Value to deliver (Message Pillars)

Logical Message

Emotional Message

Call to Action

---

# BRAND STRATEGY CHECKLIST

- Do an audit to better understand your current strategy
- Develop/review your client avatar
- Map out or audit your client/customer journey
- Develop a strong brand identity to help you stand out
- Don't be afraid to incorporate your brand emotions (brand identity) and be consistent
- Create message pillars for differentiation
- Track, review and monitor your brand strategy
- Track monthly and annual growth

# Need a Consult?

I understand that sometimes having a helpful worksheet, guide or planner might just not be enough.

Don't hesitate to reach out if you have further questions, or require further explanations or consultation.

Help is just an email or phone call away.



Join our Facebook Group

[Strategic Entrepreneurs Community](#)