Journal your brand

Use this journal to take notes, complete tasks, get creative,
or just doodle in it (that's still being creative).

Session 3; Story
What is at the heart of your brand?

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Journal your brand

Untangle Your Brand
Session 3; Story

What is at the heart of your brand?

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What to expect

This session explores the importance of a strong brand core and how it shapes every aspect of a business. A brand core is more than a statement—it is the foundation that aligns a company's activities, messaging, and customer experience. Through structured exercises and strategic thinking, participants will define their unique brand essence and articulate a compelling brand story. This session will provide practical tools to refine a brand's positioning, ensuring clarity, consistency, and meaningful audience engagement.

By the end of this session, you should be able to use your story to create a brand that is more memorable.

- Understand the role of a brand core in creating a coherent and distinctive brand identity, ensuring alignment across products, services, and communications.
- Apply structured techniques to define and articulate the unique value their brand offers, differentiating it from competitors in a crowded marketplace.
- Use the Brand Doughnut™ framework to develop a concise and compelling brand statement that guides marketing, messaging, and business decisions.
- Evaluate their brand's strengths and values, identifying the emotional connections that drive customer loyalty and engagement.
- Create a structured brand story using different formats, ensuring consistency and relevance across various communication channels.

Remember to complete the quiz and feedback form using the links provided. Your input is valuable for improving your experience, reviewing your progress against the original learning objectives, and enhancing the course overall.

Session 3 Quiz; test what you've learned
Session 3 Feedback; provide input to improve the session



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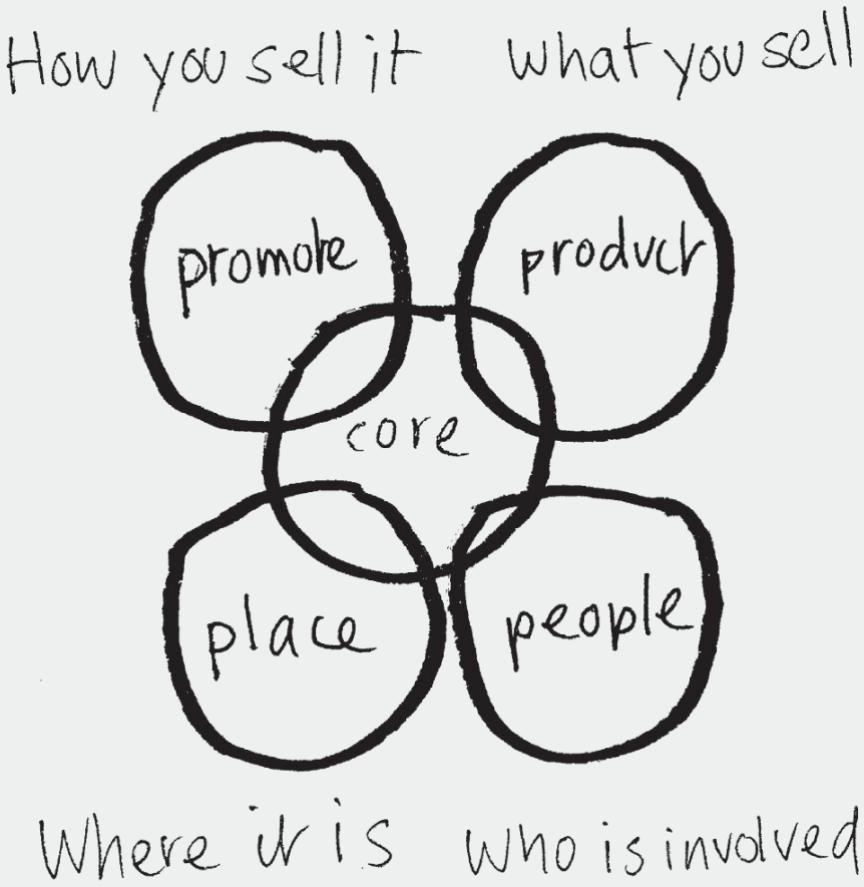
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Why is a brand core important?

A brand core is a ‘central belief that aligns all your business activities’. Aligning a strong brand core across everything you do will ensure that your brand story is more coherent, product development is more relevant, the sales process is smoother, and your people buy into the brand at a deeper level.

Successful brands have a strong, compelling brand core idea to explain what makes them special. **Internally,** this creates a shared direction and common understanding. **Externally,** this creates clarity and distinction – a memorable experience. [But it’s not a strapline].

A brand core can affect all areas of an organisation, not just identity and communications.
– **Products** and services
– **Place** and environment
– **Promotion** and marketing
– **People** and culture



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Offer

3.1 What do people buy from you?

Organise your products and services in a way that will make sense to your audience. Focus on the most important needs of your customer. Make the best bits the most visible, and don't worry about all the little things you do. Be known for one thing you do really well, and customers will discover everything else.

What's the most **important** thing you sell?

What are the **benefits** to the customer if they buy it?

Why is it **different** to what anyone else sells?

What else supports this?

Is there anything else?

Put everything else in this box, if you can't make it fit, then don't worry. It's probably not that important and customers will find it some time.

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Values

3.2 What is important to you?

Some have hard-wired values in everything they do, which is great, but if you're struggling, answer these three questions. Create a long list of words* for now and then edit them at the next stage.



*If you don't know where to start Google "Values List" which will provide 100s of words to inspire you.

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Values

3.3 Why should the audience care?

Review your long list of words. Some words probably overlap, so reduce them to between three and five. Focus on the most important.

You've lived your life through these words (pride, happiness and satisfaction). Now, ensure everyone knows what they mean with your own definition that is meaningful to you and, even more importantly, why it is relevant to your audience.

Value 1

To me

To my audience

Value 2

To me

To my audience

Value 3

To me

To my audience

Value 4

To me

To my audience

Value 5

To me

To my audience

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Mission

3.4 What is your superpower?

Think about the skills you have that will help make your vision a reality. Identify your superpower, a key skill that sets you apart from everyone else and will make the business fly. Remember to consider how these are relevant to your audience.



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Core

3.5 Find your brand core

By focusing on your offer, values and mission you can create summary statement for your brand and then reduce this even further to give you a brand core. An idea that can be used across all areas of an organisation, not just identity and communications. Fill in the first four boxes below, then try and summarise this with a meaningful statement that articulates the deeper “why”. This is your brand core.

Example
We strive for simplicity **believing** in a fuss-free life **offering** everyday value **for** the whole family. **Making families happier.**

We/I (Mission; how your superpower helps achieve your vision)

Believing (Values; What is you most important belief)

Offering (Offer**;** What the most important about what you sell)

For (Audience; Who really benefits)

Brand core (3 or 4 words)

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3.6 Fill in your Brand Doughnut™

Now that you've completed the insight and story work, jot down the summary in the corresponding boxes below, just a few words for each answer. A brand model (official consultant term) isn't just 'fluffy marketing jargon.' A brand model can give meaning to all areas of your business.

Use this to guide decisions about your naming, key messaging, visual identity and all communications. Share your model with people you know and trust, but remember that it's a tool to guide you internally to create a deeper connection with your audience externally. Customers don't need to see all the details, but they do need to see the evidence in everything you do.

Enjoy your doughnut.



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3.7 Create your brand story

Aligning a strong **brand core** across everything you do will ensure that your brand story is more coherent, product development is more relevant, the sales process is smoother and people buy into the brand at a deeper level. Using your answers in the doughnut, write your brand story in three lengths and use the different versions consistently across your marketing.

Story; summarise everything in about 80 words

Synopsis; now reduced to about 15 to 20 words (use the positioning)

Core; finally tell your story in about 3 or 4 words

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Stop, keep, start

After completing this session, what are the key things you should change immediately, what's working well, and what needs to start happening?

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Session 3 Quiz; test what you've learned
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I will **stop** doing

I will **keep** doing

I will **start** doing

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Notes, ideas, sketches, doodles

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