

## Branding

**Branding is a mystical concept for many, or even a dirty word.** I prefer to think of branding as another tool, a way to focus yourself so you can stay on track. If you pin down and put into words what you are trying to achieve, that goal can always be in sight.

This is why I think branding is important, even if some people think marketing is a dirty word. As long as you let your branding remain flexible as you evolve, all it does is give you a strong footing to start from. **Branding enables you to be intentional when a new opportunity arises, to judge if this is something you want to develop or just another drain on your time and energy.** Some think they are stifling their creativity with planning, but I don't think there's any problem with being creative intentionally.

A lot of bloggers make the mistake of paying to make their site pretty and think that is taking the next step, but are disappointed when they don't see any improvement in traffic. This is because the bones of their site haven't seen any changes. You have to focus your content to be consistent and attract people you can provide value to. **Those people you can truly reach are the ones you should be speaking to, in your business and in your brand.**

I'm linking some worksheets here. These worksheets are all available online free, although often you have to sign up for a mailing list

These are somewhat in order from wide to narrow. I suggest you read over the titles and pick one that excites you, then do that worksheet and think of 3 action points that you could do to implement what you learned. Then repeat next week, or next month, or whenever you have time to do another.

Happy hunting!

Melissa French

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## Know Your Why

Your Why is your motivation, your purpose, the thing that drives your inner compass.

TED Talk: How Great Leaders Inspire Action

[http://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action](http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action)

Discover Your Why Workbook <http://liveyourlegend.net/email-updates/>

Discovering Why Purpose Pack <http://sourcesofinsight.com/discover-your-why/>

## Brand Personality/Archetype

Brandality Quiz from Kaye Putnam gives you percentages, good info in the results she sends

<http://kayeputnam.com/brandality-quiz/>

Primary Archetype Quiz from Cerries Mooney Creative more personal, free with email opt-in, good info in the results she sends <https://www.cerriesmooney.com/archetype-test>

Brand Psychology Workbook <http://kayeputnam.com/youre-in/>

Share Your Brand Story [http://hopkinsprinting.com/wp-content/uploads/2014/12/Brand-Worksheet\\_Brand-Story.pdf](http://hopkinsprinting.com/wp-content/uploads/2014/12/Brand-Worksheet_Brand-Story.pdf)

Brand Story Worksheet <http://www.yourwriterplatform.com/wp-content/uploads/2015/12/Brand-Story-Worksheet-PDF.pdf>

Use Your Voice <http://byregina.com/wp-content/uploads/2014/05/Use-Your-Voice-Worksheet.pdf>

## **Essence/Purpose/Vision/Mission**

Get Brand Clarity <https://tizzit.co/get-brand-clarity-workbook/>

Defining Your Brand Purpose <https://www.dropbox.com/s/l1jum85of77uomh/worksheet-intentional-brand-purpose.pdf>

Identify Your Value Proposition <http://www.marketingexperiments.com/blog/wp-content/uploads/MarketingExperiments-Value-Prop-Worksheet.pdf>

## **Elevator Pitch/Statement**

Brand Positioning Statement [http://contagious-ideas.com/wp-content/uploads/2012/09/BCSI-Brand-Positioning-Worksheet\\_FNL.pdf](http://contagious-ideas.com/wp-content/uploads/2012/09/BCSI-Brand-Positioning-Worksheet_FNL.pdf)

Upgrade Your Elevator Pitch <http://s3.amazonaws.com/media.skillcrush.com/skillcrush/wp-content/uploads/2015/05/Elevator-Pitch-Worksheet.pdf>

The Elevator Pitch <https://ehadvising.com/marketing/formula-for-a-killer-elevator-pitch/>

## **Tagline/Slogan**

Blog Header Tagline <http://designyourownblog.com/wp-content/uploads/Blog-header-tagline-worksheet.pdf>

Nailing Your Tagline <https://s3-us-west-1.amazonaws.com/building-authentic-brands/BAB-Tagline+Worksheet.pdf>

## Platform/Social/Site

In How to Blog for Profit Without Selling Your Soul, Ruth Soukup talks about developing 5 main categories of content. These can be categories/types/values offered. This way a visitor/reader can go straight to the thing of most value to them.

Next you develop pillar content (also called cornerstone content) for each of these categories. This would be the pieces that offer the most value and are best representative of your work. If something were to go viral/become a bestseller you would want it to be one of these pieces. There's nothing worse than something going viral that has nothing to do with anything else you're doing, you get all those visitors that you have nothing else for.

## Blogging

Blog posts have shifted, it is no longer ideal to post every day. Less frequent, higher quality posts get better search engine positioning. You can post as infrequently as once a month. However, Google heavily penalizes inconsistent posting, so you need to commit to whatever schedule you settle on.

How to Create an Editorial Calendar <http://aeolidia.com/wp-content/uploads/2015/10/aeolidia-editorial-calendar.pdf>

Planning Your Content Strategy <http://aeolidia.com/wp-content/uploads/2015/01/website-content-strategy-aeolidia.pdf>

Targeted Traffic to Your Website <http://aeolidia.com/wp-content/uploads/2015/02/aeolidia-targeted-traffic.pdf>

## Writing

Writer's Statement <http://www.eadeverell.com/wp-content/uploads/statement.pdf>

Creating Intentionally downloads directly  
<https://drive.google.com/uc?export=download&id=oB-6N-ElfT9nLbUF5RkxORTlyVko>

## **Marketing/Audience/Customer**

Target Audience: Identify <http://www.yourwriterplatform.com/wp-content/uploads/2015/07/Target-Audience-Part-1-Worksheet-PDF.pdf>

Target Audience: Understand <http://www.yourwriterplatform.com/wp-content/uploads/2015/09/Target-Audience-Part-2-Worksheet-PDF.pdf>

Find Your Readers as a Fiction Writer <http://cooksplusbooks.com/wp-content/uploads/How-To-Find-Your-Readers-as-a-Fiction-Writer.pdf>

Dream Customer Exercise [http://aeolidia.com/wp-content/uploads/2015/02/dream-customer-exercise\\_Aeolidia.pdf](http://aeolidia.com/wp-content/uploads/2015/02/dream-customer-exercise_Aeolidia.pdf)

Ideal Customer Profile Tizzit <https://tizzit.co/ideal-customer-profile-workbook-for-handmade-shop-owners/>

Ideal Customer Profile Beyond Mastermind downloads directly [http://www.brandonpugsley.com/?download\\_id=d0837cfaa1ea6fc908fafcedd3590d3](http://www.brandonpugsley.com/?download_id=d0837cfaa1ea6fc908fafcedd3590d3)

## **Business Plan**

One Page Business Plan Template <http://allindiewriters.com/downloads/wwg1onepgbizplan.pdf>

Business Plan for Writers downloads directly <http://jamigold.com/wp-content/uploads/2014/08/Business-Plan-Worksheet.docx>

Author Business Plan <https://yourwriterplatform.com/author-business-plan/>

Good luck!

Melissa French

