

# BRAND BEGINNINGS

HOW TO START BRANDING YOURSELF AND YOUR BUSINESS

BECAUSE, AFTER-ALL, YOU ARE YOUR BRAND.

WHISKEY & RED

# STARTING YOUR BRAND JOURNEY

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## BRAND MAP

*Identifying the YOU in  
your brand.*

2

## BRAND MISSION

*Defining your brand's  
Mission, Vision, and Values.*

3

## BRAND MARKET

*Who do you serve and  
how are you unique?*

4

## BRAND ENGAGEMENT

*Don't just do social, be social.*

5

## BRAND IDENTITY

*Visually defining your brand's goals.*

6

## BRAND EXPANSION

*Setting measurable goals for growth  
and expansion.*

B R A N D B E G I N N I N G S

# STARTING YOUR BRAND JOURNEY

Just because we are small business owners doesn't mean there is anything "small" about us. Being a small business has nothing to do with size and all to do with the way in which we conduct our business. It's a lifestyle choice to always create a personal customized, one of a kind, experience for the people we engage with. Because we are small, every decision we make is huge! The stakes are so much higher for us small business owners. With one interaction, we have the power to make or break our brands. There is absolutely nothing small about that.

Branding your business and designing your brand's visual identity are two separate elements in your overall brand experience. Understanding how they differentiate while also how dependent they are upon one another in order to convey consistency and clarity behind a brand is crucial. In order to build a genuine, organic, one-of-a-kind brand and establish an identity that has longevity, it all starts with a foundation. You. Because, *after-all*, you are your brand.

Our brand is a result of how we see ourselves, but ultimately, it's what teaches others how to see us. Your brand affects the overall reputation of your business and even more so, your own professional career. It's how we treat our own brand that teaches others how to treat us.

People expect more from us small businesses, and it's our job to not only meet but exceed those expectations. Our brand's success depends on it. This is the life we've chosen for our selves, not because it's the easy route, but because it means more. It fulfills something within us that we can't find anywhere else.



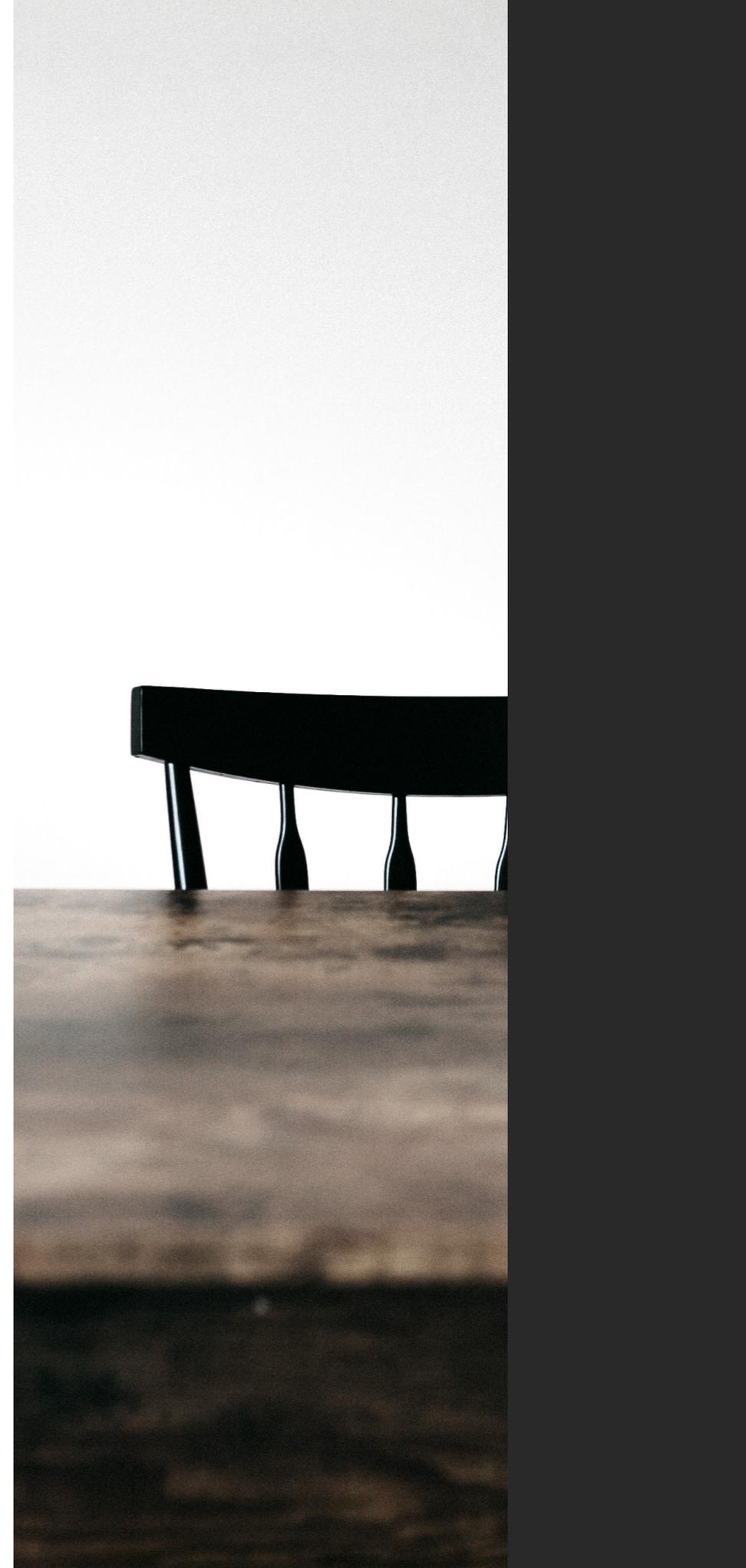
## WHAT IS BRANDING?

branding is both how you inspire and attract others to you in the first place,  
but it's also how you position yourself as a creative expert who can deliver on that promise

- KATHLEEN SHANNON

BRAND MAP

**IDENTIFYING  
THE YOU  
IN YOUR  
BRAND**



# IDENTIFYING THE YOU IN YOUR BRAND

## IDENTIFYING YOUR PERSONAL PASSIONS + CORE VALUES:

You are your own secret weapon. That secret ingredient, the secret sauce, the magic formula... whatever you want to call it, it's you. Now the question is, *what's the quality of the "you" factor in your brand?*

## WHO ARE YOU PERSONALLY, PUBLICLY, PRIVATELY, AND PROFESSIONALLY?

1. Describe your personality in 2-3 sentences (*or terms*). How do you see yourself?

2. What are you naturally good at?

3. What do you have formal training or education in that you enjoy doing?

4. What do you receive the most compliments on? (*Personally and professionally*)

5. What do you find the most joy helping other people with?

6. What is your favorite way to spend your personal time outside work?

# IDENTIFYING THE YOU IN YOUR BRAND

## ABOUT YOUR BRAND

Now that you've explored the personal elements that make you YOU, how do those factor into your brand's experience. How did those element factor the founding of your business?

## WHO IS YOUR BRAND?

1. What's your *why*? Why was your company founded? What motivated you to start this business?

2. What's your *what*? Literally, *what* do you do? What does your business provide?

3. What's your *how*? *How* do you do what you do? *How* are you unique?

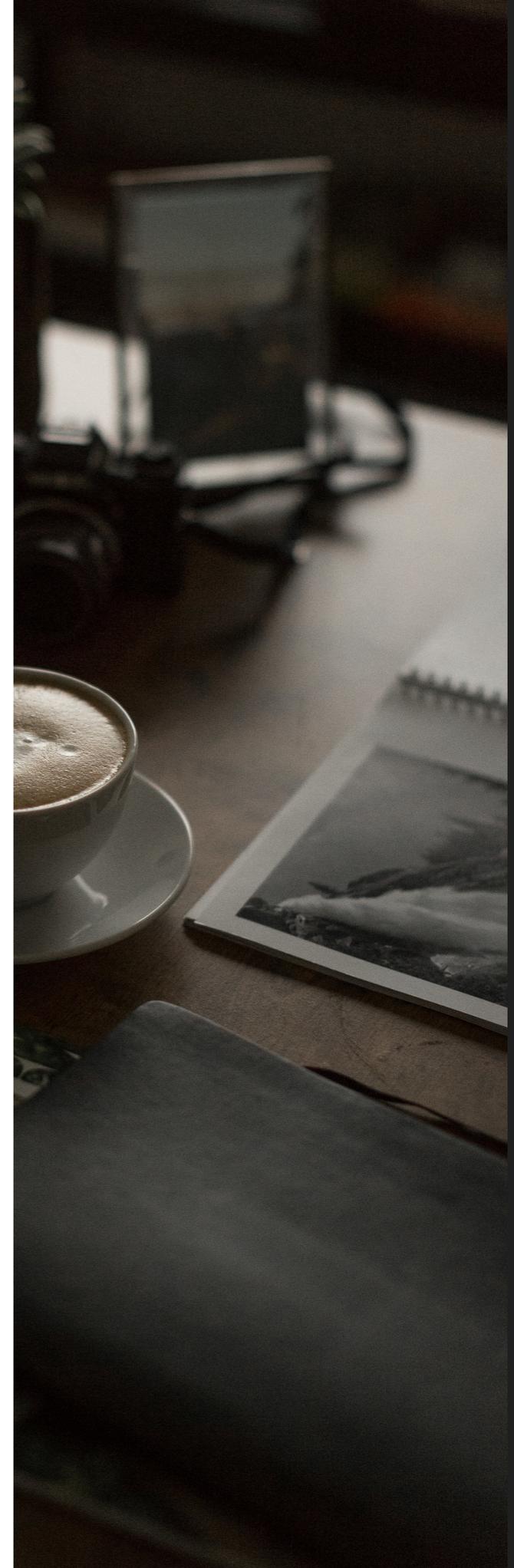
4. If you had to describe your company in one word, what would it be and why?

5. If your brand was a person, how would you describe their personality?

6. What are your ideal client's like? Who are they? What do they have in common?

BRAND MISSION

**DEFINING  
YOUR BRAND'S  
VISION, MISSION  
AND VALUES**



# BRAND BASICS

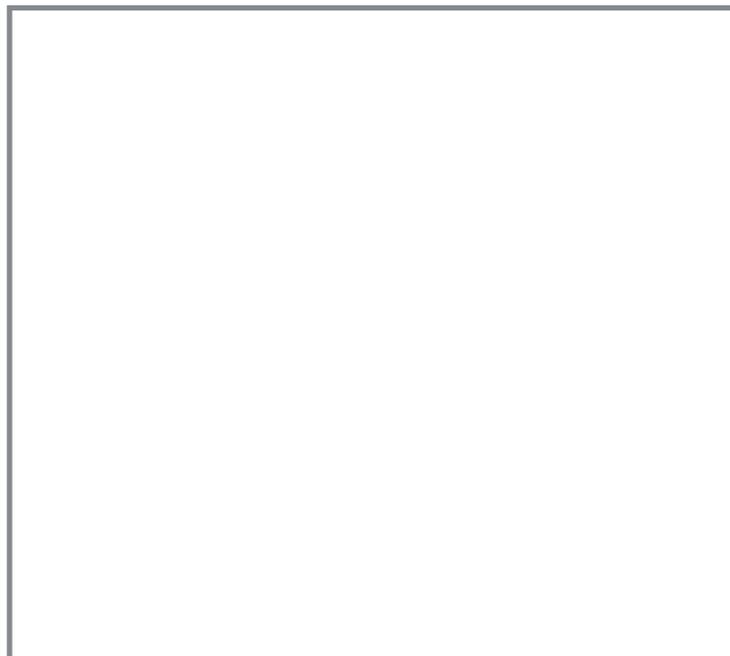
## DEFINING YOUR VISION, MISSION, AND VALUES BEHIND YOUR BRAND

Your brand's vision, mission, and values rarely change. They are the formal building blocks that everything else will be built on. While your strategies, products, or services may shift or pivot depending on your brand's positioning, the internal reason for why you do what you do generally doesn't change. Above all, beyond your vision and mission, your brand's values dictate your big promise to your readers/ clients / followers. This sets the tone and mood for your brand, establishing a set of guidelines of how to engage with you, and what your followers can come to expect from you.

### BRAND VISION STATEMENT:

*Your fundamental reasons for your business's existence, beyond making money. The primary role of a "Vision Statement" is to guide and inspire your mission and business goals. So, why does your business exist? Where do you see it going in the future?*

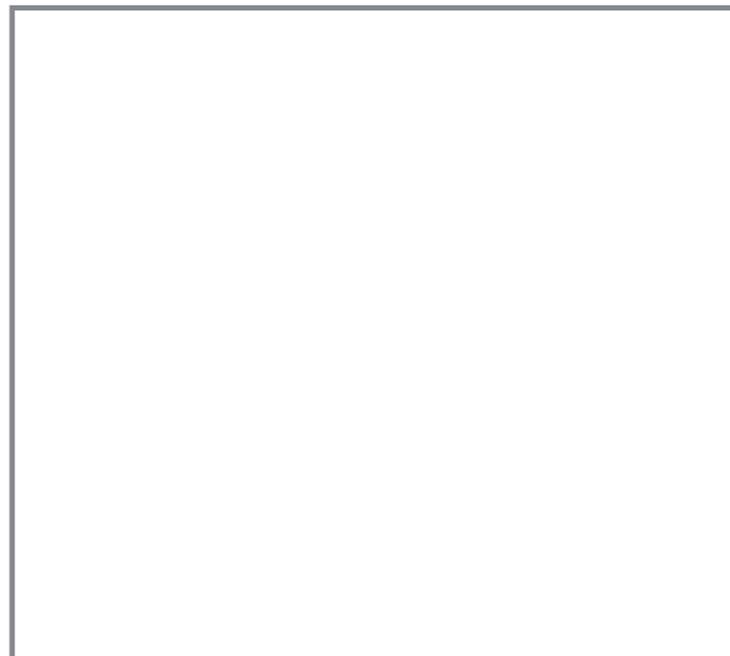
### VISION



### BRAND MISSION STATEMENT:

*While your Vision statement provides an ideological control, preserving your core, your Mission Statement provides the operational autonomy that will stimulate progress in your business. It provides your actionable steps to achieving your brand's vision. Unlike the vision, which is speaking of the future, the mission exists in the now.*

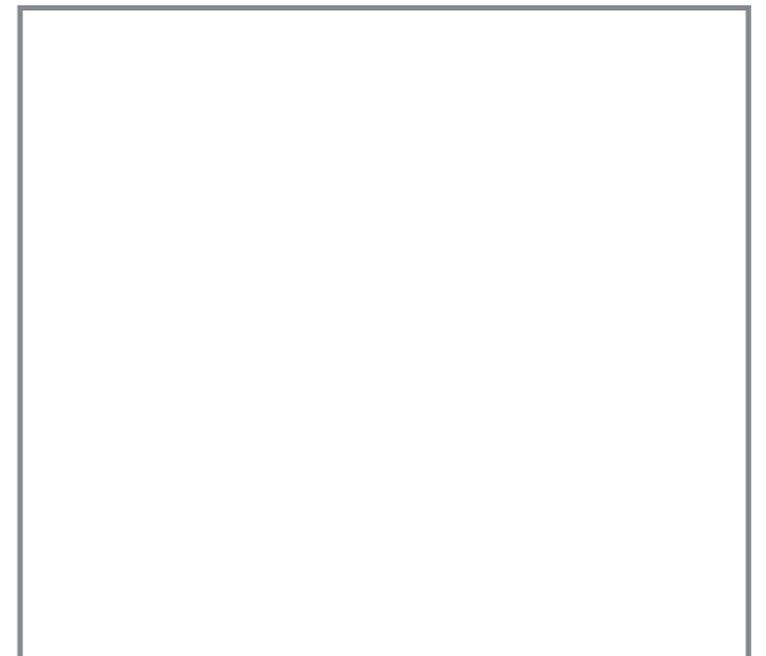
### MISSION



### BRAND CORE VALUES:

*A third, and often not as addressed, element in a strong brand base is your brand's values. They describe what your brand believes in and how you will behave (action words), your moral compass, guiding how you will conduct your business, today, tomorrow and in the future.*

### VALUES



# CASE STUDY: YOUR BRAND

YOUR BUSINESS NAME: \_\_\_\_\_ YOUR SITE URL: \_\_\_\_\_

**BRAND VISION** > **BRAND MISSION** > **BRAND QUOTE** > **BRAND GOALS** > **BRAND VALUES**

## S.W.O.T ANALYSIS

Looking through your current brand status, SWOT analyze your own brand. What are your brand's strengths? What are some of your brand's weaknesses? What opportunities to you have for growth? Do you foresee any threats or dangers to the future of your business? Fill out each box as it relates to the specific analysis of your brand.

### STRENGTHS

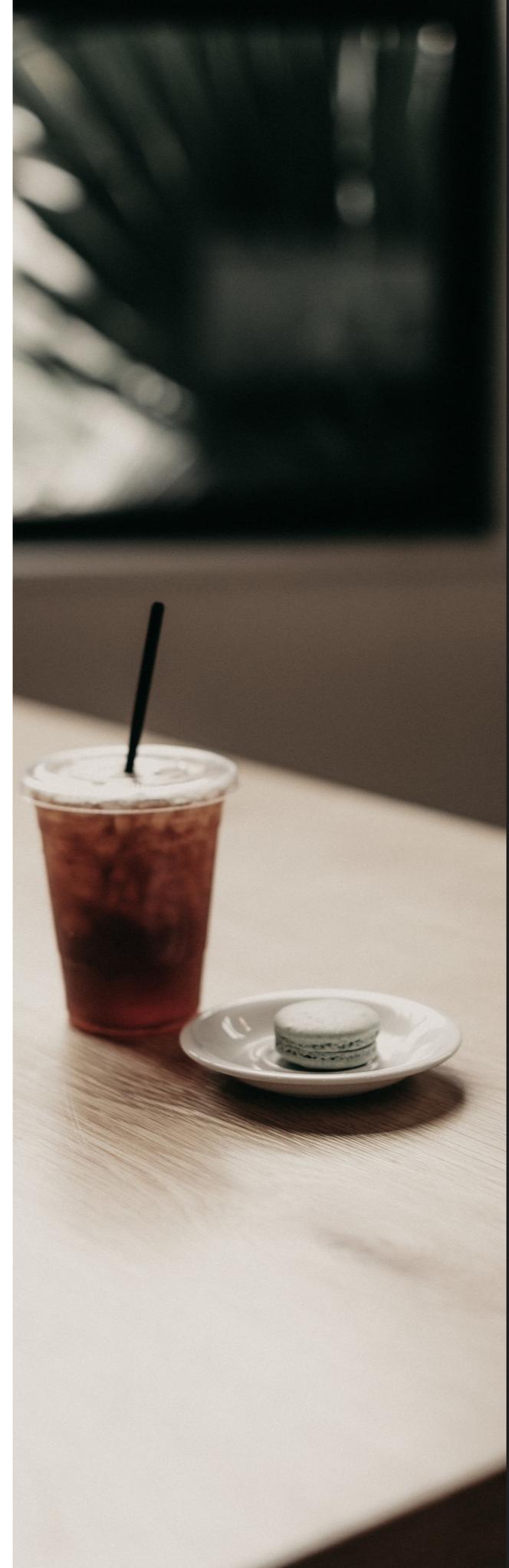
### WEAKNESSES

### OPPORTUNITIES

### THREATS

B R A N D M A R K E T

**WHO DO YOU  
SERVE AND  
HOW ARE  
YOU UNIQUE?**



# TARGET AUDIENCE

## WHO ARE YOU TALKING TO?

Communication is only successful when the receiving party understands your content exactly the way you meant it to be understood. So by exploring what other factors influence your clients, we'll have a greater clarity on how to best position your content.

1. Who is your ideal client? What do they care about? What do they have in common?

2. Why is your ideal client drawn to you? What are they looking for?

3. Are you looking to expand, modify or completely change your target clientele or will it stay the same?

4. What are your main forms of marketing, advertising, and client engagement?

5. How do most clients find out about your company? How do they find you?

6. What other brands, businesses, or products do your clients like? How does this support your brand?

BRAND ENGAGEMENT

**DON'T JUST  
DO SOCIAL,  
BE SOCIAL**



# PLATFORM SPECIFIC TARGET AUDIENCE + GOALS

In each section below, answer the following questions: What is your goals for each platform? What are you trying to achieve through each platform? Who are you talking to on each platform? What types of content are you going to share on each platform? How can you engage your social community on each platform? What resources or actions can you utilize to do this?

*\*Only answer for the platforms you want to focus on. Not all platforms are perfect for every business so be sure to focus on your top ones.*

**PINTEREST:**

*What is your goals for Pinterest? What are you trying to achieve through this platform?*

**INSTAGRAM:**

*What is your goals for Instagram? What are you trying to achieve through this platform?*

**FACEBOOK:**

*What is your goals for Facebook? What are you trying to achieve through this platform?*

**TWITTER**

*What is your goals for Twitter? What are you trying to achieve through this platform?*

**OTHER: \_\_\_\_\_**

*What is your goals for \_\_\_\_\_? What are you trying to achieve through this platform?*

**OTHER: \_\_\_\_\_**

*What is your goals for \_\_\_\_\_? What are you trying to achieve through this platform?*

# BLOGGING TO BRAND YOURSELF

## WHY BLOG?

Why start a blog? *Hmmmm...* let me list the reasons my friends:

- *Thought Leadership*
- *Creditability*
- *Product/Service Promotion*
- *Client + Community Education*
- *Entertainment*
- *Thought Provoking + Conversation Sparking*
- *Community Engagement*
- *Community Building*
- *It's Fun*
- *Collaboration*
- *Networking*
- *Artistic Outlet*

## BLOGGING TO EXPAND YOUR BRAND:

Let's think about our business for a moment. What is it we do? Who is it we serve? Why is this important?

Next up think about the different products, services, or value we have to offer through our business.

Are you a teacher, doctor, cook, coach, artist, student, freelancer... *{insert your profession here}*. No matter who you are, a blog opens up the chance to share your credibility as an expert professional in your industry.

It's a great way to show that not only are we knowledgeable in our trade, but we also know how to teach it and pass on our knowledge to others. It helps provide a form of social proof, validating our role as a thought leader within our industry.

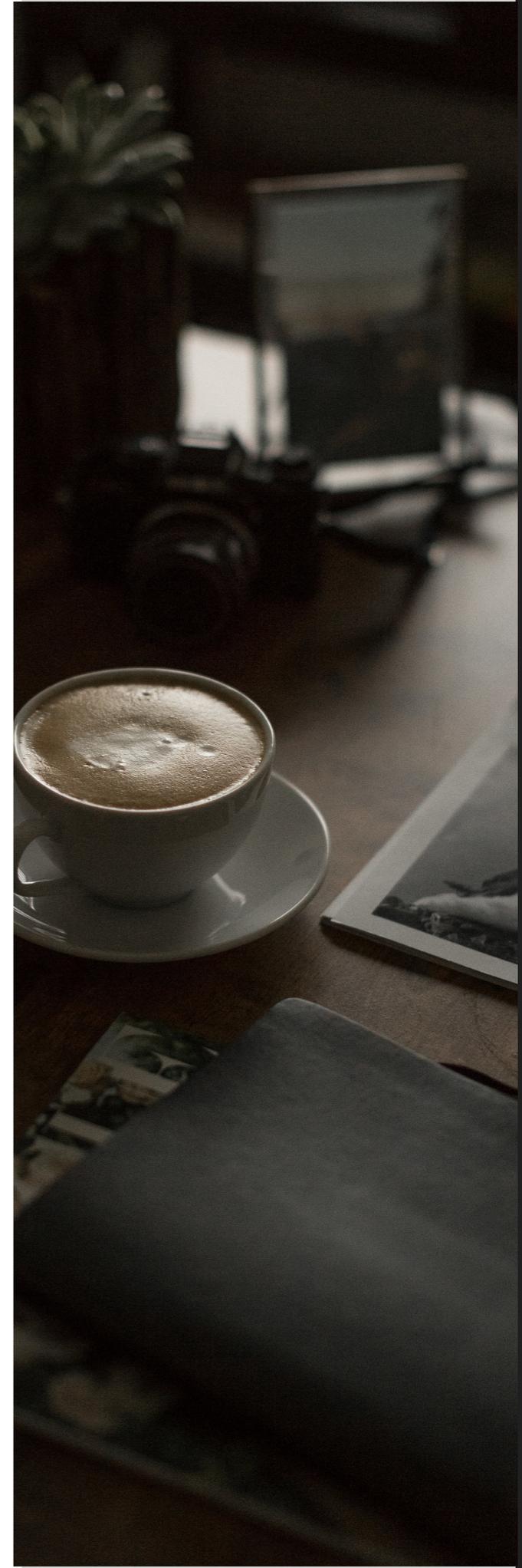
## WHAT ARE YOUR BUSINESS GOALS:

*Think about your short term and long term brand and business goals. How can you use blogging to help you accomplish those goals faster, and with a stronger presence?*

Brainstorm a list of ways you can use a blog to expand your brand:

BRAND IDENTITY

# VISUALLY DEFINING YOUR BRAND'S GOALS



## BRAND DESIGN

like all forms of design, visual design is about solving a problem...

not about personal preference or unsupported opinions

- BOB BAXLEY



# BRAND IDENTITY

## VISUALLY DEFINING YOUR BRAND'S GOALS



## BRAND MOODBOARD

A brand inspiration moodboard is more than just a pretty collage of cohesive images meant to look good on Pinterest. It's actually an incredibly valuable visual tool to help unite many different visual elements of your brand into one cohesive experience for your clients. While the images on their own might not mean much, together they create a tone and mood that effects the emotional response that your clients will have with your brand.

As you filter through your Pinterest Brand Board, start to pull images that not only look cohesive, but represent a specific area of your sensory experience: *style, colors, spaces, textures, tones, type, and taste.*

- *What does your brand look like? What does your style look like?*
- *What kinds of foods or drinks taste like your brand? Coffee, Wine, Smoothies, Steaks, Sweets or Healthier treats?*
- *How does your brand feel? What textures represent your brand; smooth and soft, or rough and edgy?*
- *What fonts fit your brand? Modern, Script, Sans or Serifed, thin or thick?*
- *What colors support the tone of your brand? Warm and bright, dark and edgy, neutral and balanced?*

# BRAND IDENTITY

## VISUALLY DEFINING YOUR BRAND'S GOALS

### BRAND TONE + MOOD ADJECTIVES

*Circle all the words below that speak to the personality traits of your brand.*

INTELLIGENT

SERIOUS

EXCITING

WITTY

ARTISTIC

LOYAL

INDEPENDENT

ADVENTUROUS

WISE

YOUTHFUL

ATTRACTIVE

TRUSTING

QUIET

EXPERIENCED

TASTY

DOWN-TO-EARTH

BRAVE

MOTHERLY

TASTEFUL

MEMORABLE

GOOFY

ORGANIZED

FATHERLY

EDGY

THOUGHT PROVOKING

CREATIVE

MATURE

FRIENDLY

NEAT

INTREAGING

STRONG

INNOVATIVE

EDUCATIONAL

GENTLE

CRAZY

NURTURING

BALANCED

INSPIRATIONAL

HUMOROUS

DELICIOUS

MOTIVATED

NEUTRAL

STABLE

SOCIAL

SMOOTH

FUN

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CAPABLE

PRACTICAL

WHYMISCAL

HONEST

RETRO

GIVING

LOUD

PLAYFUL

LUXURY

MINIMAL

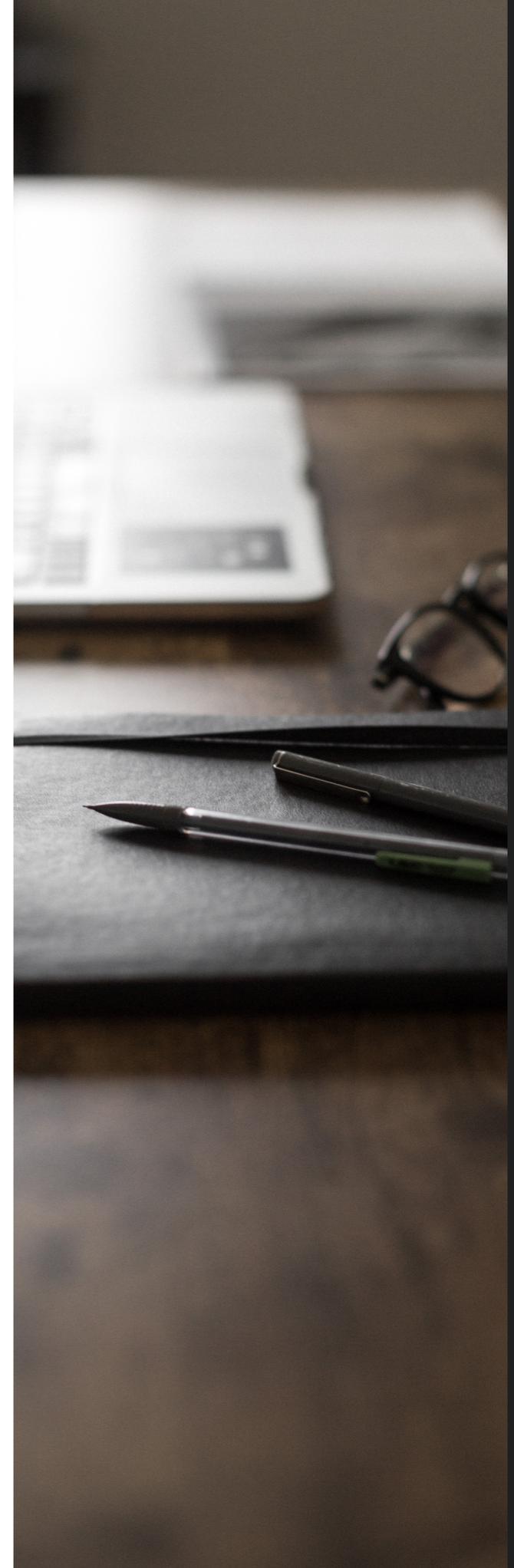
MASCULINE

FEMININE

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BRAND EXPANSION

**SETTING  
MEASURABLE  
GOALS FOR  
GROWTH AND  
EXPANSION**



# BRAND + BUSINESS + BLOG GOALS

Never undervalue the importance of the simple things like waking up a little earlier to accomplish *that much more* in your day, finally organizing your design files, returning emails that have been piling up in your inbox, finishing that book you've been wanting to read, working out one extra day a week... If you only focus on the big ideas, it's easy to get overwhelmed or feel like nothing is moving forward. But, by taking the time to stop and acknowledge all the little steps along the way, you'll stay motivated and driven to keep growing.

## OBJECTIVES:

Short objectives for your brand, business in the next six months to one year. Your objectives should be concise and measurable so you'll be able to determine whether or not you met the objectives. Remember to also set specific dates for each of these goals declaring when you want to achieve them.

## KEYS TO SUCCESS

List three or more keys (or crucial items) to your business' success. Choose items that are vital for growth. Set keys to success that will make your objectives from the previous section possible.

| GOALS AND OBJECTIVES | KEYS TO SUCCESS |
|----------------------|-----------------|
|                      |                 |

## BRAND EXPANSION

when your brand clearly communicates who you are at your best  
you're going to discover a whole new level of confidence in your business



# WHISKEY & RED

JULIE & STEVEN HARRIS | CO-OWNERS

*We are redefining what it means to be an online small business owner...*

It's our goal to make you look as professional online as you do in person. When your website clearly communicates who you are at your best, you're going to discover a whole new level of confidence in your business -online and offline.

*We believe that...*

you are your own best marketing tool.

Put your face to face with a client, and you know you can sell your products or services just about every time with the right client.

So how do we put *you* on your website? How do we create that same professional custom experience for clients on the other end of your screen?

We start with *you*. Because, after-all, you are your brand.

Together, we are a complete team. You with your experience and professional understanding of your ideal clients, and us with our blend of design, development, digital marketing expertise. We create the team you need to bring your small business to life online.

Here at Whiskey and Red, we collaborate with small business owners at all levels of industry, helping them translate their offline business into an online digital experience. By focusing on not just how it looks, but how it works, we are able to unify both function and form, creating one of a kind online brand experiences for your clients and followers.

Let us help you step up your online presence today. Contact us to learn more about our creative process and how to get started.



@whiskeyandred



/whiskeyandreddesign

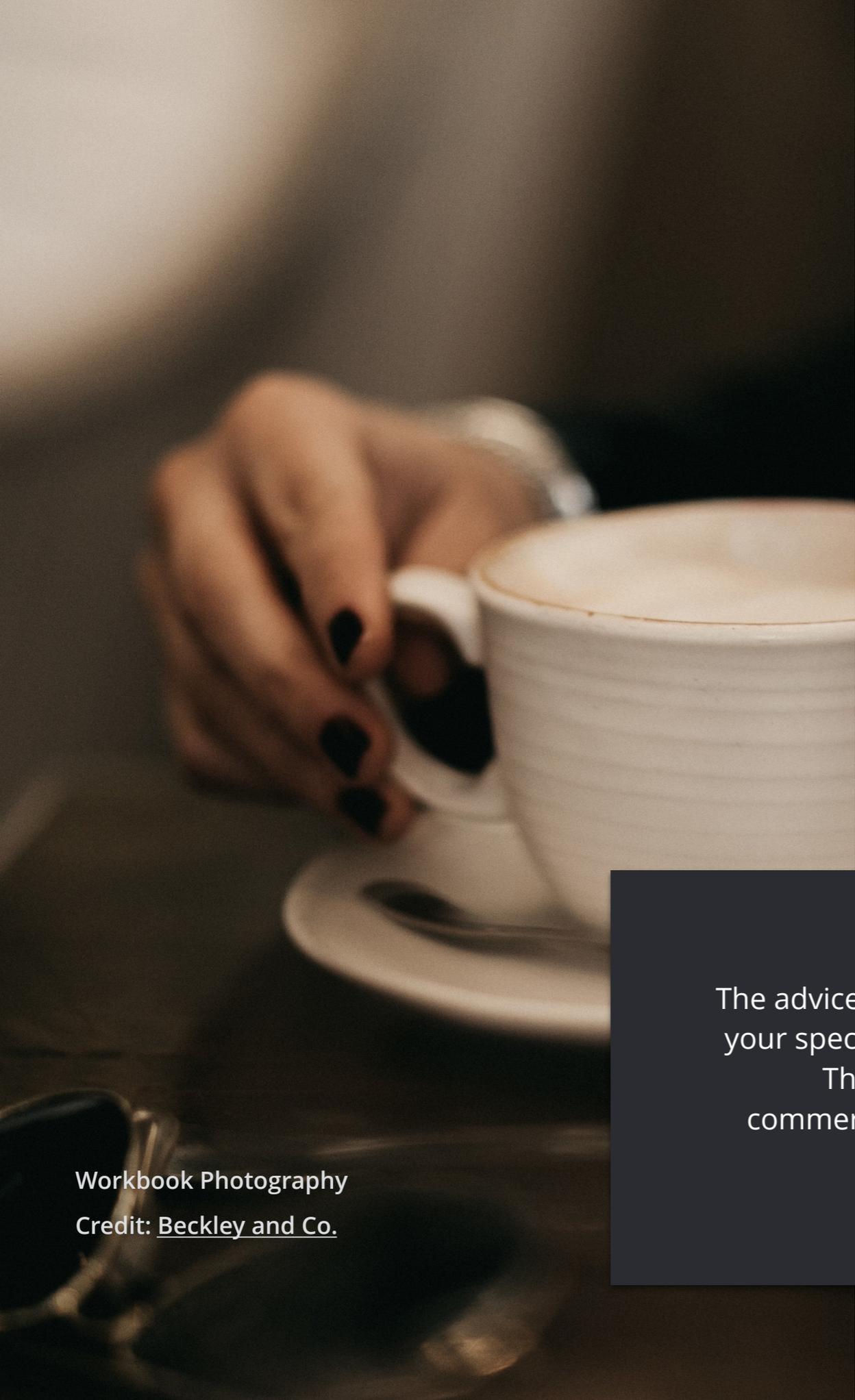


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LET'S CHAT



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