



Dreams
Animation™

BRANDING FOR BUSINESS:

AN INTENTIONAL APPROACH

Workbook



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www.DreamsAnimation.com

BRAND



Brand Personality

What are the personality traits you would use to describe your company?

Brand Identity

What do you look like and say (marketing collateral [name, logo, colors, taglines, fonts, imagery])

Brand Story

How does the company's history add value and credibility?

How do you infuse emotion, vulnerability and an authentic connection?

Reason to Believe

How is the story aligned with the culture?

What do we do and why are we the only ones who can do it?

What makes us startlingly different?

Where's the proof?



DIFFERENTIATORS

1. By Service Offering
2. By Client's Needs
3. By the Point of Entry to Solving Problems
4. By Service Delivery
5. By Value Delivered



PERSONAS



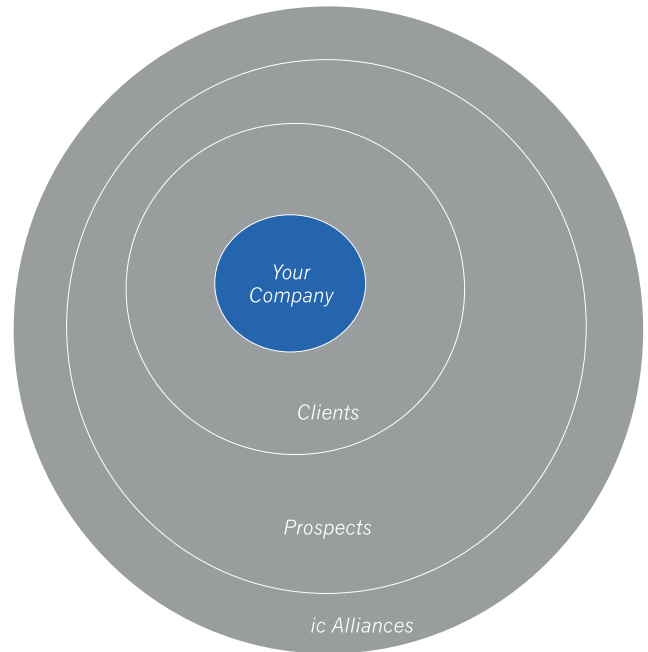
1. Who are they?

2. What are their titles or life stage?

3. What are their pain points?

4. What does their customer journey (from awareness to ambassador) look like?

5. What are their demographics?



NAME	DEMOGRAPHICS	PSYCHOGRAPHICS	TYPE	KEY MESSAGES
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