



Virtual Summit Worksheet

Consumer Touchpoint Wheel



Your brand is only as good as your customers say it is. Fortunately, you have a great degree of control over the ways consumers interact with your brand. Fill in the outer circles with descriptions of your ways that you directly engage with your customers (front desk, signage, waitstaff, website, social media, etc.). Then, consider each circle and determine ways that you can improve the consumer's experience with that touchpoint.

The Wealthy Donor

You're on an elevator with a wealthy philanthropist, going to the 50th floor of her building. You have one minute to tell her what your business or organization does, and how it makes the world a better place. If she's convinced of its value, she'll write a check for \$1 million dollars.

Stay calm, speak at a measured speed, and write down A) what your business does, and B) how it makes the world a better place.

This exercise will help you simplify your message, identify the most important product or service you provide, and express the value that it brings to those who engage with it.

Five Questions

1. Why did you start your business?
2. What are you proud of?
3. How are you different?
4. Who is your audience?
5. What do you want to achieve?

This exercise gets to the important questions that every business owner or employee must answer before you can market your brand in an authentic and meaningful way. How did it all begin? What were you passionate about in the beginning, and does that fire still burn? If not, why? What makes you proud to stand behind your brand? How are you different from your competitors? Who are you talking to? And, where is this journey taking you? You pour your heart and soul into your business or your career. What do you want to achieve when it is over?

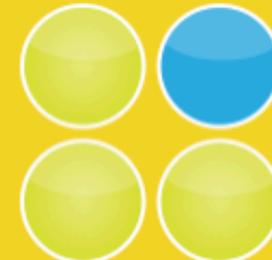
Brand Building Blocks



THE TARGET
AUDIENCE



THE VALUE
PROPOSITION



DIFFERENTIATING
CHARACTERISTICS



THE POSITIONING
STATEMENT



THE BRAND
PERSONALITY



THE BRAND
PROMISE

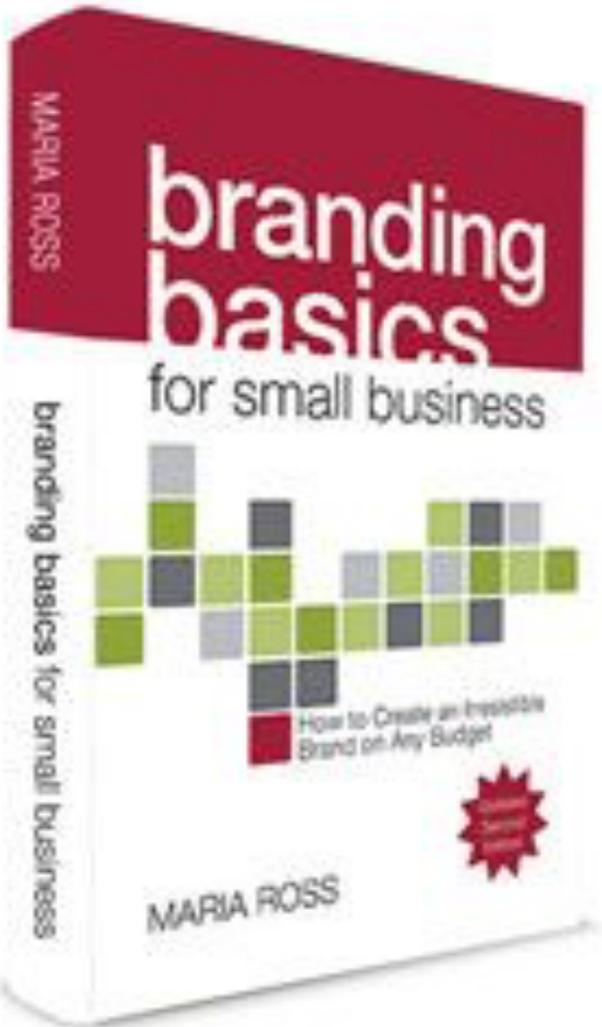
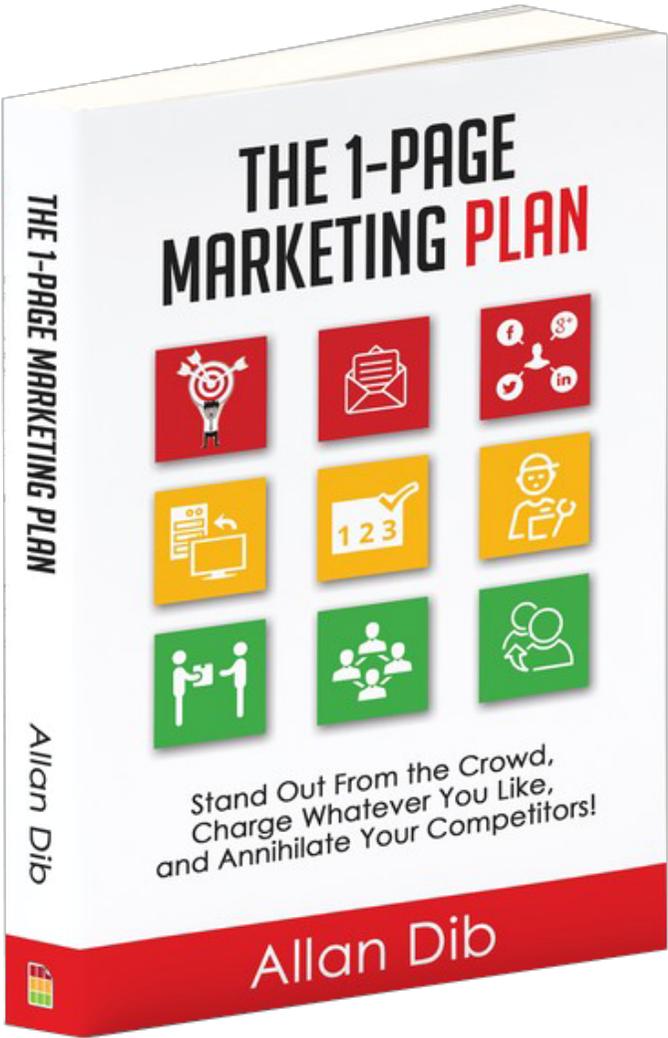


THE VISUAL
IDENTITY

The Brand Building Blocks are a great way to organize, document and commit to strategic decisions about branding your business or organization. Gather your team over the course of a day—or for a pizza lunch for consecutive weeks, and figure out who you're talking to, what value you bring to them, how you are different, how you wish to position your company in the mind of the consumer, what your brand would act like if it were a person, the single promise you make to those who engage with you, and what your visual identity looks, acts and sounds like.

If you'd rather not embark upon this journey on your own, I'd be happy to facilitate a workshop with your team to guide you through the development of your Brand Building Blocks.

Recommended reading



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