

How to Build an *Unforgettable* Brand to Stand Out & Scale Up

YOUR BRAND STRATEGY WORKBOOK

YOUR 7-PART BRAND STRATEGY

FRAMEWORK

1. RESEARCH YOUR COMPETITION

2. IDENTIFY YOUR BRAND CHAMPION

3. DIAL IN ON YOUR BRAND VALUES

4. PERSONIFY YOUR BRAND

**5. DEFINE WHAT MAKES YOUR BRAND
TRULY UNIQUE**

6. SHARE YOUR BRAND STORY

7. CLARIFY YOUR BRAND MESSAGING

STEP ONE:

Research your competition

Your tourism business doesn't exist in a vacuum — it's part of a larger, ever-evolving industry landscape. If you want to dial-in on your unique value so that you stand out from the competition, you've got to first understand your competition.

In other words, competition research allows you to:

- Make more strategic decision-making regarding pricing, marketing, and messaging
- Get insights into current market trends and your target customer preferences
- **Stand out in a sea of sameness and convey your unique value**

EXERCISE:

Open up 3 websites of your competitors. Spend a minute or so going through each site. Now, go to your own website.

Does your brand look pretty much the same as the others? Is there anything memorable about your messaging?

That's the same process your customers experience when they're researching their options. It's your job is to make sure:

- They immediately understand what makes you unique
- They have a reason to remember your brand

Steps 2-7 will help you do exactly that. For now, you can use the next page to make observations.

COMPETITOR #1:

NOTES:

COMPETITOR #2:

NOTES:

COMPETITOR #3:

NOTES:

STEP TWO:

Identify your brand champion

People feel, buy, think — in that order.

To inspire that crucial first step — the feeling — you need to really get what makes your customers tick. This isn't about age brackets or income levels (demographics) but *psychographics*.

What does it say about your customers when they choose your brand? (i.e: Jeep = adventurous, Four Seasons = discerning)

What are the values, aspirations, and emotional drivers behind their choices?

How do you guide your customer to be the Hero of their story?

STEP THREE:

Dial in on your brand values

People buy from companies that share their values. And yet, no one wants to see the word "integrity" slapped on a website without understanding what that really means.

Think about these questions to help you identify 4 brand values that guide what your business stands for. As you identify your values, define how you demonstrate those daily within your company and your community.

What do you spend a lot of time in your business thinking about?

What's something you wish more people knew about as it pertains to your industry?

What solution is your target customer seeking? How do you help them achieve this solution?

What do you feel is a misconception in your industry?

What impact do you want to have in the lives of your customers, employees, and community?

How do you want people to feel when they hear your business' name?

Using your answers from the above questions, identify 4 values that represent your brand. List them below. Include one example of how this value specifically shows up in your business:

Value 1:

Value 2:

Value 3:

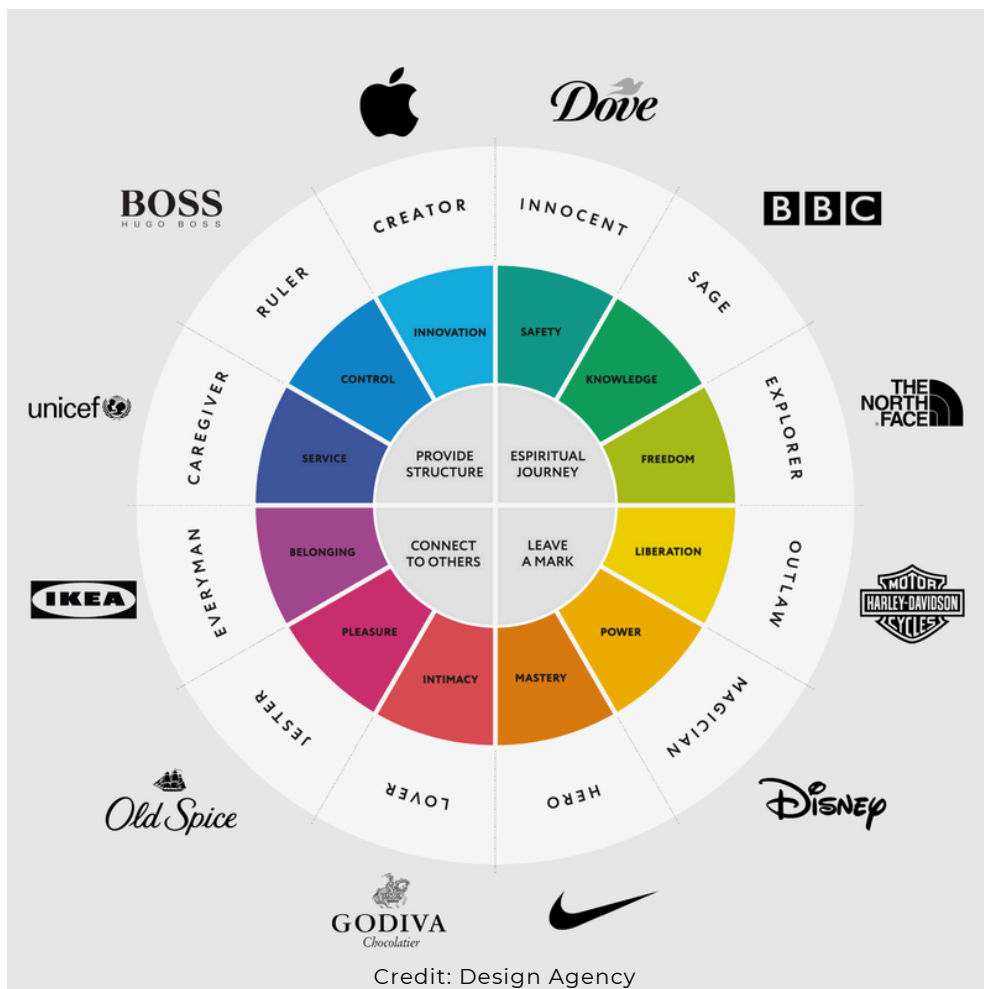
Value 4:

STEP FOUR:

Personify your brand

People buy from people. So, you've got to think of your brand like a person. One way to do this is with Archetypes, first outlined by Carl Jung in 1919.

Archetypes tap into basic human psychology, making them very effective. You've probably seen these archetypes in characters from books, TV shows, movies, and in real life. This familiar connection is what makes archetypes so powerful!



Each archetype is associated with a basic human desire or need. **To choose your Brand Archetype, consider (1) your values and (2) how you guide your customer on their Hero's journey.**

STEP FIVE:

Define what makes your brand truly unique

When we talk about what makes your brand unique, we're talking about meaningful differentiation: how do you set your product apart in a way that is distinct and valuable to your target customer? In other words...

How do you create unique and specific transformation in your guests' & customers' lives? This is your Brand Promise — it shows how you bridge the gap between where your customers are now and where they want to go (literally and emotionally.)

First consider the following:

What is the main solution you offer your customers?

Why is this important to your customers?

Go one level deeper — *Why* does your answer to the above question really matter to your customer?

Now let's identify your mission, vision, and USP (Unique Selling Proposition):

Mission: Why does your business exist?

Example: To provide immersive and authentic walking tours that showcase the rich history and breathtaking landscapes of Ireland.

Vision: Where does your business aspire to go?

Example: To become Ireland's leading walking tour provider, known for offering unique, culturally-rich experiences that connect travelers deeply with Ireland's heritage, communities, and natural beauty

USP: What is your unique benefit or value?

Example: Our master storytellers bring legends to life with fascinating tales of ancient lore along each and every trail.

Use your answers from above to outline your Brand Promise.

Brand Promise: What experience can your customers expect that will bridge the gap from where they are now to where they want to go?

Example: We promise an enchanting exploration of Ireland, where every step is a journey through time and legend, offering you a deeper connection with the land and its stories.

Note: Struggling with the difference between USP and Brand Promise? A USP highlights a single differentiating feature, while your brand promise encapsulates the overall customer experience you guarantee.

STEP SIX:

Share your brand story

You might share brand values, archetypes, and even a mission with your competition. But your Brand Story?

That's uniquely yours!

Your brand story also builds emotional connection with your customers. And remember, most people feel, buy, think — in that order!

As you write your brand story, pretend you are telling your story to one of your ideal customers. The following questions can help:

Why did you start your business?

What obstacles did you have to overcome to get where you are now?

When did you realize your business was gaining momentum?

Circle back to your mission and vision at the end of your brand story!

STEP SEVEN:

Clarify your brand messaging

Now we can begin to define both our visual brand identity and our brand voice. Consider the following:

- Logo / Icons
- Typography
- Colors
- Photography Guidelines
- Tone (Upbeat, friendly, professional, witty?)
- Phraseology — What words and phrases do you use that are uniquely yours?

Compile the above along with your competition research, brand champion, values, brand archetype, mission, vision, USP, brand promise, and brand story.

Congrats! You now have a solid foundation for your Brand Strategy. Use these assets to guide every touchpoint with your customers and you'll be well on your way to crafting an unforgettable brand.