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Brand Ascension, LLC

For over 27 years, Suzanne Tulien has been serving clients with strategic brand elevation consulting, speaking & training. She is the pioneer of the Brand DNA methodology and author of Brand DNA. She works with mid-sized businesses with employees and solo-professionals.

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719.660.2533

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## Crafting a Compelling Brand Identity Statement

### WHAT DOES A BRAND IDENTITY STATEMENT DO?

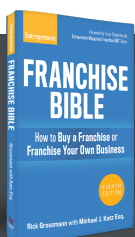
Brand Identity Statement begins the \_\_\_\_\_ of creating a \_\_\_\_\_ and should compel your listener to \_\_\_\_\_. Expressed in \_\_\_\_\_. LESS IS MORE!

### BENEFITS OF THIS PROCESS

- Forces your brand's stakeholders to dig \_\_\_\_\_ into its core DNA and express it \_\_\_\_\_ and \_\_\_\_\_.
- Is a \_\_\_\_\_ for you and your team to be \_\_\_\_\_ in the \_\_\_\_\_ of your brand's unique \_\_\_\_\_ and distinctive position in the marketplace.
- It quickly \_\_\_\_\_ a clear, yet distinctive \_\_\_\_\_ perceptual picture of the brand and its \_\_\_\_\_ in the mind of the listener.

### KEY COMPONENTS OF A BRAND IDENTITY STATEMENT

- 1) \_\_\_\_\_ & \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_



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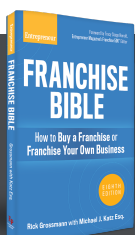
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- 1) Who you serve defines *who your best, most* \_\_\_\_\_ *customers are and introduces what* \_\_\_\_\_ *they want.*
  - a. Ex: *“Mom’s seek us out to be proactive in their young child’s overall health and development...”*
  
- 2) Key Pain Point defines the \_\_\_\_\_ or pain point behind the \_\_\_\_\_ to use your services.
  - a. Ex: *“...because they want their kids to thrive both emotionally and physically....”*
  
- 3) Solution or W.I.I.F.M. exposes the \_\_\_\_\_ you provide \_\_\_\_\_ to your customers... the ‘after-affect’ or result of the solution your brand provides.
  - a. Ex: *“So, through the NEO Way, we treat early age children in a natural, kid-friendly environment to address debilitating myofunctional issues like; mouth breathing, bed wetting, and lack of focus, etc.”*

### Remember...

- Creation is an \_\_\_\_\_ process
- Under 30 \_\_\_\_\_
- Ensure compelling brand \_\_\_\_\_
- \_\_\_\_\_ to memory
- Try \_\_\_\_\_ !
- Refine as \_\_\_\_\_





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**Draft 1:** (feel free to change the initial prompter phrases in each section as needed... create as many drafts as necessary until you feel it hits the mark!)

1) WHO & TO DO: (target

market) \_\_\_\_\_ hires us to

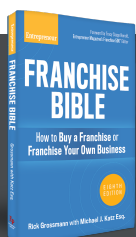
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_.

2) KEY PAIN POINT: (because)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_.

3) HOW YOU PROVIDE VALUE (The benefit to them). "So, we help them by....

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_.



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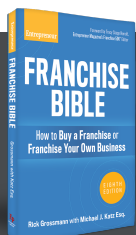
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