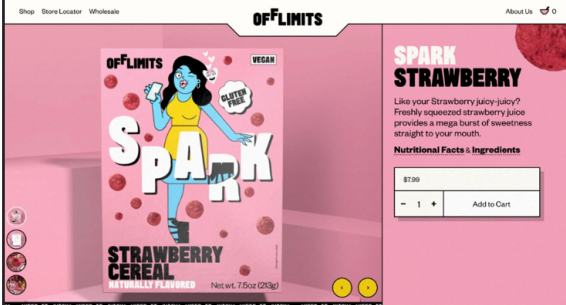


1. Distinguish your business from competitors

Your values, story, brand promise, and other assets provide ways through which you can showcase your uniqueness.



Brand example

Building a brand consists of these 11 steps:

1. Your innovative **Idea**
2. Write your **Mission statement**
3. Identifying your **Audience**
4. Research your **Competitors**
5. Your **USP**
6. **Brand name**
7. Write a **Slogan**
8. Define your **Brand's purpose** and position
9. Develop a personality and **Brand voice**
10. Create your **Brand story** (brand narrative)
11. Design your **Brand look and Logo**

1 Your Idea

Write here your initial idea you had. Either to do something completely different or a new service a product for a community that never existed before. It also can be an idea for a new product or advice.
For instance: Idea of a touchscreen for mobiles when all mobiles had keys only (Apple)

2 Your Mission statement

Here you write more detailed what exactly you want to do. It establishes both a goal, a vision for yourself and a promise to your customers. Your values are what your brand stands for,
NIKE for instance stands for active, energetic people.

3 Target Audience

Defining your target audience is one of the most important stages of creating a brand from scratch. This has an impact on brand colours, brand wording and brand images.

Different people want different things, especially different age groups.

4 Your Competitors

Brand competition is the competition between companies or organizations that offer similar products or services in the same market. Look what other do, but never copy them.

5 Your USP

Unique selling proposition, what makes your product or service better than competitors.

6 Your Brand name

Brand names should be simple so that they are easy to understand, pronounce and spell. Two words in the name should be considered the maximum.

7 Your Brands Purpose

Your brand's core is its purpose. This is why your brand exists. It's your purpose that emotionally connects with people and inspires them to act.

8 Your Brand Slogan

Create a catchy slogan for instance: *'Breakfast of champions.'* (*Wheaties*)

9 Brand voice

Brand voice is how your brand sounds in words you use on different print products or on social media.. (using always the same keywords creates consistency)

10 A Brand story is authentic, consistent with your other communications and grounded in what makes you unique.

Why does your company exist?

What is the story of how you came about?

What problem does your business solve?

How does your brand impact a customer?

How does your brand benefit your community?

What differentiates you from your competitors?

11 Brand logo and brand look

Logos are a key part of branding. They distill your brand identity into a succinct and recognizable symbol. Brand look comes with shapes, images, colours you use on flyers and social media.