

5 Steps to reconnect with your brand

Getting Started on Your Creative Campaign

Visualize your brand

Connecting your brand to a character in a story can help you begin to visualize how your client sees you. What character best represents your brand from your client's perspective? (Circle your selection)

THE INNOCENT	THE ORPHAN	THE HERO	THE JESTER
THE LOVER	THE CAREGIVER	THE RULER	THE SAGE
THE EXPLORER	THE REBEL	THE CREATOR	THE MAGICIAN

Find your voice

The voice of your brand helps you set limits to how far you can extend your tone. Choose an adjective used to describe someone's tone and then find three levels of that adjective. Choose a level that best describe how your brand communicates with clients. What tone best represents the voice of your brand?

Approachable	Friendly ✓	Buddy buddy
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Find your strengths

Knowing why your current clients make use of your services helps you understand how you are perceived outside of your organization or company. What are the reasons your clients use your services?

le. My company is smaller than competitors, so we can produce products faster – time is a factor for my clients. Or how about, our products are cheaper than competitors – price is a factor for my clients.

Service	Strengths	How can this be marketed?

User Experience

Every sale and potential sale your brand or company makes starts as a journey for your customer. When planning your campaign or strategy, remember that people will be joining the adventure at different levels. Let's look at the customer journey and make notes on how we can improve it.

Journey level	Description	Notes
Unaware	Client needs a light introduction to get them started with you.	
Aware	Now the client needs to discover something about you that sets you apart (refer to your strengths)	
Comprehend	The client now understands what you offer, now show them what they can expect when working with you.	
Consider	The client is considering working with you, tip them over the edge with a deal they can't refuse.	
Purchase	The client is ready to purchase, make it really easy to do that.	
Loyal	The client is locked in, now continue to build on that relationship.	

Below is some scribble space. I'm a visual learner so I sometimes like to draw layouts or ideas as they come to me. If you have any questions, feel free to shoot me a mail on: JUSTIN@LUNCHBOX.AGENCY - And that what I've got for you today! Have fun.