

INCUBATOR studio

Growth Catalyst

UNLEASH THE POWER

of your brand essence

WHETHER YOU:

- ☒ are starting your first business
- ☒ are about to launch an additional business
- ☒ have been running a successful business that still has growth potential
- ☒ are stuck in your business
- ☒ are joining forces with a new business partner & in turn adjusting your business
- ☒ need to pivot your business due to a new given (hi, COVID-19!)

... **BRANDING IS RELEVANT.**

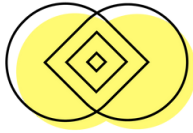
Why? Because if branding works for other businesses, it will work for yours as well. The more competitive your market is, the more important branding is.

IF you believe that a visual [re]branding journey would be the way forward for your business

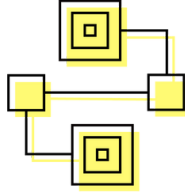
OR if you're considering starting it with Incubator Studio or another branding agency, we strongly suggest you write black on white what your business stands for.

Why? Because that will give you a perfect opportunity to assess, adjust, refine, fine-tune, review your positioning - as well as measure gaps.

YOU WILL USE THE NOTES OF THIS WORKBOOK AS:



a strategic thought process that takes you to the next stage in business.



a briefing that enables a brand designer to give a visual existence to your brand essence.



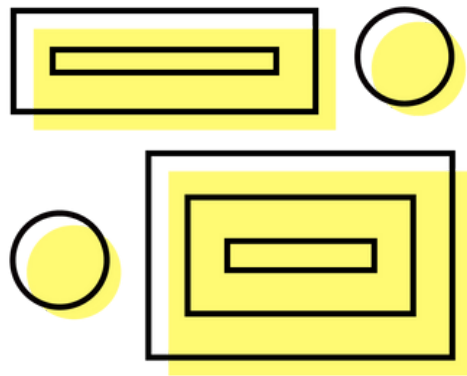
a strong base to all your future communication activities.

It is made out of 4 sections:

- Your entrepreneur's profile - page 4
- Your company's profile - page 7
- Your brand's profile - page 10
- Your products & services - page 14

You can start by the section you like, there is no specific order. Just make sure you complete an entire section after the other. It might take you between 2 & 5 hours, during which you'll switch off your connected devices for better focus :)

*Ready to glow & grow?
Build a magnetic brand. Be positioned to expand.*



MY BUSINESS OWNER'S PROFILE



What I am good at

What I do with ease; what's in my comfort zone.



What I am passionate about

What makes me vibrate, feel good, desire to explore.



What I can be paid for

What the market (companies, organizations, individuals) can buy from me.



What the world needs according to me

What I believe would make the world more beautiful, peaceful, sustainable, meaningful.



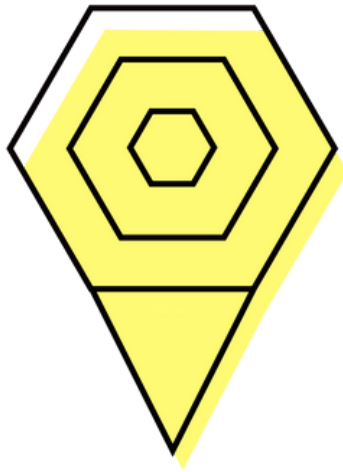
My reason to wake up every day

What makes me wake up & stand up daily with drive & in harmony, knowing I am needed & have my part to play.



Personal tagline

How I introduce myself in 2 to 3 words; my individual professional surprising punchline.



MY BUSINESS

☒ **Core beliefs (3 to 5)**

The major statements on which I based my business concept as a solution to needs, aspirations & problems I identified.

☒ **Business vision**

The reason to be of my business; my business why.

☒ **Business mission**

What my business does, sells, is trying to achieve; my business what.

☒ **Internal values (3 to 5)**

The values I live by in your business, but do not necessarily want to expose.

☒ **External values (3 to 5)**

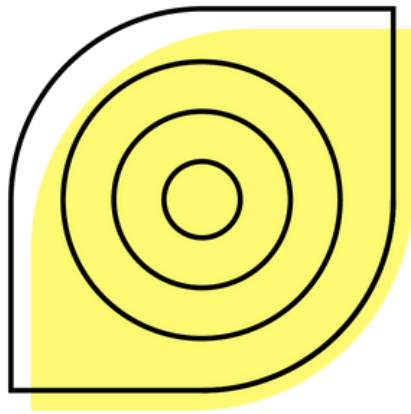
The values I live by in your business & claim.

☒ **Country(ies) of distribution**

The counties in which I want to operate & in which I will make a conscious business development effort.

☒ **Language(s)**

My language(s) of communication with my target clients.



MY BRAND



Brand name

The name I chose to apply to my products & services (that can very well be different from the name of my company).



Brand tagline

The signature message of my brand.



Brand name explanation

What the brand name & tagline mean.



Brand story

The genesis of how the brand was born.



Brand values (3 to 5)

What my brand must inspire.



Brand personality

My brand personality features, distinctive behaviours...



Brand territory

What my brand owns; what it is associated with, recognized for.



Headlines

List of key (proprietary) messages & punch lines to be repeated over & over again.



Tone of voice

The communication attitude of my brand; the principles that rule its messages sharing: vocabulary, grammar, style, distance, humour...



MY PRODUCTS & SERVICES



Products & services sold

What I sell to my clients, be it standalone, packages, solutions...



Avatars (3 to 5)

The ideal clients that my products & services consciously target.



Problems solved (3 to 5)

The problems, challenges, aspirations, needs to which my business brings an answer with the solution (products & services) it sells.



Main unique selling points (3 to 5)

The combination of aspects that makes my offer unique & different from the one of my competition.



Unrivalled results

The results (I measured) that I bring with my solution. What my clients get from buying from me - that they wouldn't get elsewhere.



Pitch

The 20-second shortcut I use to make people understand what I do/sell & how you could be helpful to them, their business or their network.

HAVE YOU SUCCESSFULLY COMPLETED THE 4 SECTIONS OF THE WORKBOOK?

Well done, impressive milestone for your business! You are definitely ready to take the next steps & accelerate, be it by:

- ☑ [re]positioning your business,
- ☑ [re]writing your messages,
- ☑ [re]inventing your brand,
- ☑ [re]designing your brand strategy,
- ☑ [re]vamping your brand identity,
- ☑ [re]building your website,
- ☑ [re]igniting your growth strategy.

**We can't wait to collaborate with you
& translate your strategic words into designs that sell.**



WHO ARE WE?



AURÉLIE BÉCAT

*Positioning Strategist &
Brand Therapist*



CORALIE ROCQUE

*Art Director &
Web Identity Designer*

**Extracting from your brand essence
the strategic acceleration of your success.**

We designed & built a boutique consultancy that supports the go-to-market & growth of solopreneurs, startups & SMEs. Incubator Studio increases small companies' authority, reach, traction, impact, success & profits.

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Let us brand you!

www.incubator.studio