# NEW BUSINESS BRAND PERSONALITY CONTENT GUIDE + WORKSHEET

WHEN YOUR PRODUCT IS NOT BASED ON A NEED

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Hey there!

This Guide + Worksheet is for men & women starting out their own business.

Most of us are now coming out with lifestyle-enhancing products/services instead of products/services that are strictly based on needs.

Some examples of these products and services include:

- Fashion products (like handbags made in Kenya or kaftans made in Egypt, etc)
- Mindshift coaching
- Life coaching
- Meditation or spirituality coaching
- A new café in town
- Home-cooked dinner home delivery

...and more like these.

Most people would benefit from your service, yes, but they don't *need* it as they would need a doctor or a tax consultant or accounts assistant or a lawyer or their alarm clocks.

Or worse, even when people need your products, they don't *actively realize* that they do.

To add to this, most of the times it is difficult for your customers to measure their return on investment in purchasing your products or services, and thus, they are not easily compelled to buy.

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What you need to get clear on is that your product is a life-enhancing product. It improves the quality of life for your customers. But they *don't feel a lack* of it if they don't use your products/services.

Sure, meditation helps immensely. But customers won't die without meditation.

You need to understand this fact as the very first thing about your business.

Your business mostly is a lifestyle choice.

But worry not. There is a way for you to reach out to your target market and make your business unforgettable for them.

Stay with me & complete this worksheet.

We will now go over the major steps that will help you create your strong identity as you are starting your business.

Do not forget to have fun along the way.

If you get stuck or need further help or want suggestions, write to <a href="hello@reemasinghal.com">hello@reemasinghal.com</a>

Have fun and good luck, Reema

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### **BEST WAYS TO USE THIS GUIDE + WORKSHEET:**

- :: Follow every step patiently and complete it before moving to the next one. Unless you are sure that you have complete answers for one step, do not move on to the next step
- :: While I recommend that you pay attention to your first gut feeling in every step and question, please also deeply think about it and write after carefully analysing your answers.
- :: It may take you hours and even a day or two to finish each step. That is perfectly normal.
- :: It is perfectly normal to seek the help of your friends to answer this or look over at the branding of your competitors to see what's working.

For the sake of ease, I will use the 'product' and 'products and/or services' and 'target market', 'customer', 'audience' and other such terms interchangeably.

# STEP 1 - WHAT IS YOUR PRODUCT / SERVICE

You may think that this is a super easy question.

What's the big deal? Of course, I know what my product is. I am starting a business in it, after all?

But based on my experience:

I can tell you that it will take you some time to really find the right words and description of what product you are offering.

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Many entrepreneurs even get it wrong when they are asked what *problem* they are solving.

So, if your product is handbags. Don't just write handbags in the worksheet below.

You need more specific information.

Are the handbags handmade? Are they embroidered? Are they vegan (not using leather or animal products)? Are they made by differently-abled children so that every purchase will help those children? Are they made from Egyptian cotton? Are they water-resistant vegan wallets? Are they shopping bags?

## Get specific about what exactly you are selling.

This is usually tougher in the case of services but it is very important for you to do.

Based on the kind of specific questions I have mentioned above, you now know what kind of questions you have to answer. Come up with such questions and details about your service.

To help those of you who are selling services, these could be the questions you need answers for.

For example, if you are a life coach -

- :: Whom does your service help?
- :: What are your target customers troubled with right now?
- :: Do you have a specific format for coaching your clients tackle their problems?
- :: Do you do it in an office or outside in nature?

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::	Do you work on confidence or depression or issues like "finding your
	life purpose" or marital problems for men, dealing with breakups,
	etc?

Get specific.

Figure out the details of your service to the last point. You will have to come up with the right details yourself based on your product/service.

This will be a big differentiator for you in a market that is full of fashion labels and life coaches.

1. WHAT IS YOUR PRODUCT/SERVICE?

2. MENTION THE SPECIFICS & WHY THEY ARE IMPORTANT OR SPECIAL	

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### **STEP 2 - YOUR TARGET MARKET**

After you have taken enough time to perfectly answer the first portion of questions in the worksheet section above, you are now ready for the second portions.

This is the step everybody usually avoids.

Because it is a very defining step. And therefore, quite difficult.

Don't go wrong with this. Take your time.

Below, I have given you suggestions on how to find your target market, and how to get clear about exactly who they are.

So, who is your target market?

Get specific about this.

- Are they Men? Are they women?
- What age group?
- What's their location?
- Work profile are they in C-level jobs? Are they entrepreneurs? Are they entry-level people?
- Income level
- Education level
- Lifestyle do they support green businesses? Do they not care about green businesses? Do they prefer beauty over price? Are they style-conscious? Do they like to party late night?
- Likes Animal care?

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- Dislikes what do they dislike? Tattoos? Non-vegetarianism?
- Family profile are they married? Single? Divorced? Widowed?

Please understand that these factors should not be selected at random. These factors are based on your product. Of course there are many more such factors you should think about & explore. So, think deeper and figure out your target customer properly.

Would you recognise this customer when you see him or her? Can you find such a person on Facebook? Or LinkedIn? Or anywhere in your social circle?

3. WHO IS YOUR TARGET MARKET
4. GIVE THEIR DETAILS

# New Business Brand Personality Content Guide + Worksheet

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5. WHAT SITUATION ARE THEY IN? ARE THEY LOOKING FOR THE
HELP OR PRODUCT YOU ARE PROVIDING?
6. WHY DO YOU WANT TO WORK WITH THIS TARGET MARKET?
7. WHY SHOULD YOUR CUSTOMER CARE ABOUT YOUR PRODUCT?

Peppy? Happy?

Charming?

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### **STEP 3 - OTHER BRANDS YOUR CUSTOMER BUYS**

This step can be difficult and it is not very necessary.

It would help if you can find out around 5 other brands this target customer of yours buys. But it is not very necessary if you want to skip it.

For these others brands that your target customer already buys, check their branding. Note the tone and words.

8. MAKE A NOTE OF THESE BELOW.
**
STEP 4 - SELECTION OF WORDS
Based on the essence of this target customer and your own business goals, you need to start giving a personality to your brand.
What should your business identity feel like?

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Funny?
Sophisticated?
Likeable?
Elegant but fun?
Considerate but not pitying?
Authoritative?
Intelligent but not high-nosed?
Elegant but not arrogant?

These are just examples. You could decide on something completely different. But decide.

Think about the personality your brand will carry in people's hearts and minds.

Make a list below.

In Column 'Identity, Tone, Personality' –write the main personality style that you want for your brand. See some suggestions above.

In the 'Suitable Words' column – you will do some research and write the words that could reflect the desired personality type.

These words in the 'Suitable words' column will become your factory when you start writing your website content, flyer content, social media content, conference speech, pitch etc.

In the table below, I have done one as an example for you. If you want to give your brand a **sophisticated** personality, then some words can be *elegant, charming, exquisite, distinct quality* etc.

Add more rows if you feel the need to.

IDENTITY, TONE, PERSONALITY	SUITABLE WORDS	
Example. Sophisticated	Example. Elegant, charming,	

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exquisite, distinct quality

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### **STEP 5 - YOUR MISSION STATEMENT**

Now, you are ready to write your mission statement.

What I mean by mission statement is the identity of your business. This is what your business is – in a nutshell. This statement encaptures the soul.

This is NOT what you *aspire to become* some day in the future. This is what your business **is**. This is what your product is about. **Now & forever**. This should be your truth even if your product or service evolves in a year and you add new services and new collections. This is what you will always be. This is why you started this business. This is what matters to the heart of you and your business, now and forever.

That's a mission statement.

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Please do not write big, huge, thesaurus words into this statement. Don't make it a high-sounding epic like *The Iliad*. Don't make it a philosophy or a legendary song.

This is REAL. This is fact. And this is beautiful.

- :: What is it about your business that you want people to know?
- :: What matters to your business? (Are you careful about the production process or fair trade or chemical-free or customized coaching plan for each client...?)
- :: What do you never compromise on?
- :: What do you want your customers to feel when they use your product/service?
- :: What do you want to help people achieve?
- :: What made you start this business? What difference do you want to make?
- :: What makes your products different/special/important?

There can be many kinds of mission statements. The purpose of it is not to sell. **The purpose of it is to connect** with the customers.

Perfecting your mission statement will take time and many drafts but it is worth it.

Keep in mind all the questions you answered above and use the data – the words, the tone, the idea of why you want to work with them, why they want your product, etc. See all those ideas together in a holistic light.

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Then start drafting the mission statement.

You may or may not want to write it on your website – that depends on the content structure you are planning for your website.

- :: Try to have your mission statement maximum within 3 paragraphs
- :: When any customer reads your mission statement, he/she should immediately understand what you are about and be able to remember enough to tell about your business to a friend.
- :: It is better to keep short sentences

Along these lines, go ahead and draft your mission statement below.						

I am sure this worksheet helped you get a lot of clarity on how you want to brand yourself. I am happy to see your filled in worksheet and help if you get stuck or need further help or want suggestions - write to <a href="hello@reemasinghal.com">hello@reemasinghal.com</a>

With best wishes, Reema Singhal