

# Workbook

## Brand Development



# Introduction

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Welcome to the Money Savvy Entrepreneur Brand Development Workbook! In the following pages, you will gain valuable insights on how to position your business as a **trusted** and **authentic** organisation in the marketplace.

With a focus on building trust and credibility, you'll learn key strategies and techniques that will help you establish a strong brand identity and drive growth for your business. Whether you're just starting out or looking to take your brand to the next level, this workbook will provide you with practical guidance and actionable steps to help you achieve your goals.



## Learning Outcomes

- Develop a brand vision.
- Develop a brand mission.
- Develop your brand values.
- Develop brand promise and purpose.
- Create a business tagline.
- Learn how to build brand reputation.

# What Is Branding?

Branding refers to the process of creating a unique and recognisable identity for a business or product in the minds of its target audience and consumers. This involves communicating a distinctive selling proposition that sets the product or service apart from the competition. Some common branding techniques include the use of logos, taglines, jingles, and mascots.

## What Are The 4 Steps Of Branding?

Effective branding involves a strategic approach that typically includes four key steps:

1. Identifying your target audience.
2. Positioning your product or business in a unique way that resonates with your audience.
3. Defining your company's personality, values, and voice.
4. Creating a visual identity through the use of a logo and slogan that represents your brand and its values.

## What Is The Difference Between Branding And Marketing?

<b>BRANDING</b>	<b>MARKETING</b>
Branding revolves around the business	Marketing revolves around the customer
Branding is the “why?”	Marketing is the “how?”
Branding is long-term.	Marketing is short-term.
Branding focuses on the big picture of a business.	Marketing focuses on smaller aspects such as campaigns and promotions.
Branding involves strategy.	Marketing involves tactics.
Branding begins as an internal process.	Marketing begins as an external process.
Branding provides clarity on what problems your business solves.	Marketing serves to inform customers on how your business solves their problems.

# Core Organisational Understanding

Every successful organisation has a clear mission, vision, and set of values that define it. These are the driving forces that propel the organisation forward and contribute to its success. It's important to clearly define these aspects, as they inform potential customers why your organisation exists, what it does, and what they can expect from it. For success, every member of the organisation must share the same vision, mission, and values.

## Business Vision

A business vision is a vivid mental image of what you want your business to become in the future, based on your goals and aspirations. It provides your business with a clear focus and prevents you from heading in the wrong direction.

For example, "Our vision is to create a better everyday life for many people" is a concise, aspirational statement that sets the tone for the company. Similarly, "To change the face of education on the African continent by empowering Africans with financial knowledge to change the state of poverty on the continent" is another example of an inspiring business vision that conveys a clear purpose.

## Your Business Vision:

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# Business Values

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## What Are Business Values?

Values are the principles and beliefs that define your business and guide its decisions and actions. They are an essential part of your business's identity and provide a foundation for how your business interacts with employees, customers, and the wider community.

## Why Are Business Values Important?

Having clearly defined values can help your business establish a positive reputation and build trust with customers, employees, and other stakeholders. They can also serve as a guide for decision-making, as well as a source of motivation and inspiration for employees.

## What Are Some Examples Of Company Core Values?

Here are some examples of core values that many successful companies embrace:

- **Integrity:** Acting with strong ethics is a top priority for everyone representing the organisation, as well as for the company's behaviour as a whole.
- **Honesty:** Being truthful and transparent is essential for building trust with customers, employees, and other stakeholders.
- **Fairness:** Treating all individuals with respect and impartiality, regardless of their background or status, is essential for creating a positive work environment and a level playing field.
- **Accountability:** Taking responsibility for one's actions and decisions, and holding oneself and others accountable for meeting goals and standards.

# Business Values

- **Customer promise:** Making a commitment to delivering high-quality products or services, and going above and beyond to meet customer needs and expectations.
- **Diversity and Inclusion:** Valuing and embracing the differences and unique perspectives of all individuals, and creating an environment where everyone feels respected and included.
- **Learning:** Embracing a growth mindset and committing to continuous learning and improvement.
- **Teamwork:** Collaborating effectively with others, sharing knowledge and resources, and working together towards common goals.

## Your Business Values:





# Brand Promise

A brand promise is a crucial statement that businesses make to describe the value they offer to their customers. It represents the essence of what the brand stands for and guides customer interactions. A well-crafted brand promise can help build trust and loyalty between a business and its customers, and it can also be used to manage stakeholder expectations.

Your brand promise is an important aspect of your brand identity and should be remembered by your customers whenever they think of your company, product, or service. Your brand is essentially a promise, and you need to deliver on that promise in everything you do.

Here are some steps to help you build a strong brand promise:

- **Focus on your audience:** Your brand promise should reflect your commitment to your target audience.
- **Consider your customer touchpoints:** Your brand promise should be evident at every point of contact between your business and its customers.
- **Keep it simple, unique, and inspiring:** Your brand promise should be easy to understand, distinctive, and motivating.

## Example:

The Coca-Cola Company has a clear and unique brand promise: To refresh the world and make a difference. This purpose is specific to the company and represents what it stands for.

## Your Brand Promise:

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# Pay-Off Lines

A pay-off line, also known as a slogan or tagline, is a short and catchy phrase that encapsulates the essence of a brand and its messaging. It serves as a memorable and recognisable expression of a company's mission, vision, or unique selling proposition. A well-crafted pay-off line can evoke emotions, create brand awareness, and establish a long-lasting connection with customers.

Here are some examples of memorable pay-off lines:

- Nike – "Just Do It"
- Apple – "Think Different"
- McDonald's – "I'm Lovin' It"
- Money Savvy – "We Teach Money Matters"

When developing a tagline, it's important to keep it simple, memorable, and authentic to your brand's voice and personality. It should also align with your brand's values and resonate with your target audience.

A great tagline can become a powerful marketing tool that sets your brand apart from the competition and leaves a lasting impression on consumers.

**Your Pay-Off Line:**

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# Personal Branding

Personal branding refers to the process of developing a unique image or identity for oneself in the minds of others. It involves creating a distinctive personal brand that reflects one's skills, expertise, and values, and showcases them in a way that sets them apart from others.

In a business context, personal branding is important because it can help professionals establish themselves as thought leaders and experts in their field. By cultivating a strong personal brand, you can build trust and credibility with potential clients, employers, and colleagues, which can help you stand out from your competitors or attract more business.

Moreover, personal branding can also help you to develop a strong network of contacts and collaborators, as well as increase your visibility and reach in their industry.

## Define Your Personal Brand

**What are 3 key words that describe you as an entrepreneur?**

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**Write down the top 3 things people say about you when you're not in the room (or what you would like them to say about you).**

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# Reputation

The value of a good reputation cannot be overstated. A strong reputation can help you build trust with your audience, attract new customers or clients, and even increase donations, funders, and sponsors.

**YOUR  
ACTIONS**



**WHAT PEOPLE  
SAY ABOUT YOU**



**YOUR  
REPUTATION**

## Some Key Benefits Of Having A Good Reputation

- **Builds trust:** When you have a good reputation, people are more likely to trust you and your brand.
- **Increased association:** People will begin to associate your business with the product or service they use to solve their problems. This can lead to new opportunities.
- **Access to increased funds/sponsorships/investments:** With a strong reputation, you are more likely to attain the things your business needs in order to succeed.

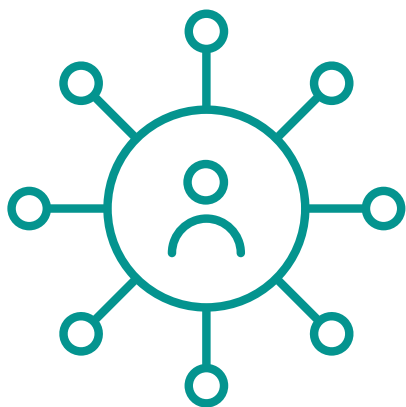
*“It takes 20 years to build a reputation and 5 minutes to destroy it” - Warren Buffet*



# Reputation

## How To Build A Strong Brand Reputation:

- **Demonstrate excellence:** This means working hard to be the best at what you do, and consistently delivering high-quality products or services.
- **Keep promises:** One of the easiest ways to build trust with your customers is to do what you say you will do. If you promise a certain level of service or quality, make sure you deliver on that promise.
- **Consistency:** Consistency is key to building a strong reputation. This means being consistent in your messaging, your branding, and your customer experience.
- **Take daily action:** Building a strong reputation takes time and effort. Make sure you are taking consistent action every day to move towards your goals.
- **Go the extra mile:** Sometimes, it's the little things that make a big difference. By putting in extra effort and going above and beyond for your customers, you can build a reputation for excellence and customer service.
- **Professionalism:** Your brand's image is important. Make sure you look and act professionally at all times, and be aware of your body language and tone of voice.
- **Approachability:** Finally, it's important to be approachable and friendly. Make sure your customers feel comfortable coming to you with questions or concerns, and always strive to provide a positive customer experience.



# How Do We Build Brand & Reputation?

## Channels You Can Use To Build A Strong Reputation:

1. Your business' website.
2. Social Media.
3. Your team.
4. Consistent and timeous delivery of your product/services.
5. Committing to and keeping promises.
6. Having an excellent work ethic.

## Your Website

Your website is often the first interaction potential customers will have with your business. To make a strong first impression, it's important to include these essential components on your website:

- **Home page:** Your home page should include your business logo, introduction copy, and a clear statement of what your business does.
- **About us:** This section should tell visitors about your business and its people. It's a chance to build trust and establish credibility.
- **Projects/Products/Services:** Showcase the work that you do, and who you do it for. Use images and evidence to highlight the quality of your work.
- **Blog:** Regularly publish articles related to your organisation and projects. This helps to build brand trust and establish you as an expert in your field.
- **Contact information:** Make it easy for visitors to find your contact information. Include a clear "Contact Us" page with your email address, phone number, and physical address.
- **Call to action:** Encourage visitors to get in touch by including a clear call to action on your website. Use language that is persuasive, such as "Schedule a consultation" or "Contact us today."

# Website

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## Here Are Some Tips To Make Your Website Look And Feel Professional:

- **High-quality logo:** Your logo is an essential part of your brand identity. Ensure that it is professionally designed and high quality.
- **Visible tagline:** Include a clear and concise tagline that captures the essence of your business.
- **Mission and vision:** Share your mission and vision on your website, so visitors understand what your business stands for.
- **High-quality images:** Use professional quality images that capture the essence of your business and showcase your products or services.
- **Share your success:** Highlight your achievements and share customer testimonials to build trust and establish credibility.
- **Content:** Publish high-quality content that showcases your expertise and highlights what you do.
- **Accurate spelling and grammar:** Avoid errors in your copy by proofreading and using a spelling and grammar checker.
- **Easy navigation:** Ensure that your website is easy to navigate and information is easy to find.
- **Contact information:** Keep your contact information up to date and easy to find.
- **Social media links:** Include links to your social media profiles on your homepage.
- **Footer:** Include a footer that includes copyright information, privacy policy, and terms of use.
- **Use keywords:** Use relevant keywords in your copy to improve your website's search engine ranking.

# Social Media

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Social media platforms provide an excellent opportunity for organisations to showcase their work and build relationships with potential customers. With some training and effort, you can build large networks of followers who are interested in your products or services.

To manage your social media presence effectively, you should update your pages at least three times a week or more. Here are some of the most popular social media platforms that you can use:

- **WhatsApp/WhatsApp Business:** WhatsApp is a messaging app that allows you to communicate with your customers one-on-one. You can use WhatsApp Business to automate responses and provide better customer service.
- **Facebook:** Facebook is a popular social media platform with over 2 billion active users. It offers a variety of tools to help you build and engage with your audience, including pages, groups, and ads.
- **Instagram:** Instagram is a visual platform that allows you to share photos and videos with your followers. It's a great platform for businesses that have a visually appealing product or service.
- **Twitter:** Twitter is a micro-blogging platform that allows you to share short messages with your followers. It's a great platform for businesses that want to engage with customers in real-time.
- **Telegram:** Telegram is a messaging app that allows you to create groups and channels to communicate with your followers. It's a popular platform for businesses that want to engage with customers on a more personal level.
- **Pinterest:** Pinterest is a visual discovery platform that allows you to share images and links with your followers. It's a great platform for businesses that have visually appealing products or services.

# Social Media

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- **YouTube:** YouTube is a video-sharing platform that allows you to create and share videos with your followers. It's a great platform for businesses that want to showcase their products or services in action.
- **LinkedIn:** LinkedIn is a professional networking platform that allows businesses to connect with other businesses and professionals. It's a great platform for B2B businesses that want to build relationships with potential partners or customers.

For social media, you may not need all the same information as on your website. Here are some suggestions for what to include:

- **Profile picture:** Use your logo or another image that represents your brand.
- **Bio/About section:** This is a brief summary of who you are and what you do. Keep it concise and engaging.
- **Posts:** Share updates about your organisation, including your projects, events, and accomplishments. Use images and videos to make your posts more engaging. Hashtags: Use relevant hashtags to help people find your content.
- **Contact information:** Make sure your contact information is easily accessible on your social media profiles.
- **Links:** Include links to your website, blog, and other relevant pages.

Remember to tailor your social media strategy to the platform you're using. For example, Twitter is better for quick updates and conversations, while Instagram is more visual and geared towards sharing images and videos.

# Increasing Engagement

To achieve social media success, a solid content plan is necessary. Your content objectives should aim to provide frequent, relevant, and accurate social content, actively participate in discussions, share useful information (not just sales or marketing material), and add value to the community by committing to the customer's social media experience.

Your content plan must be easy to socialise and consider the following elements:

- **Entertain:** quizzes, games, viral content, competitions, and branded videos.
- **Inspire:** celebrity endorsements, community forums, blogs, and reviews.
- **Converse:** create conversations and engage with your audience.
- **Educate:** infographics, e-books, articles, press releases, demo videos, how-to guides, and FAQs.
- **Convince:** calculations, webinars, events, ratings, product features, interactive videos, case studies, and testimonials.

Plan your content strategy at least three months in advance, including weekly blogs and landing pages that drive potential customers back to your owned media to learn more about your products and services. Use a social media automation solution on platforms like Facebook, Instagram and YouTube to schedule your posts.



# Content Plan

DATE	CONTENT TYPE	DESCRIPTION	DETAILS	SOURCE
MONDAY	Monday Motivation	Monday Motivational Quote	Post every Monday @ 9am Monday Motivational Quote	Google
TUESDAY	Brag Book	Tuesdays will be used to add images and stories of our projects		
WEDNESDAY	Ask for Feedback	Run Polls / Surveys / Competitions		
THURSDAY	Meet the Team / Project	Profile team members / projects / people you help		
FRIDAY	Industry News	Share relevant articles / stories in the news		

# Content Plan

DATE	CONTENT TYPE	DESCRIPTION	DETAILS	SOURCE
MONDAY				
TUESDAY				
WEDNESDAY				
THURSDAY				
FRIDAY				

# Conclusion

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By focusing on establishing trust, credibility, and authenticity, you can position your organisation as a leader in the marketplace. With practical guidance and actionable steps, this workbook helps you develop your brand vision, mission, values, promise, and purpose, as well as create a business tagline and build brand reputation. Whether you're just starting out or looking to take your brand to the next level, you now have the tools you need to succeed.







