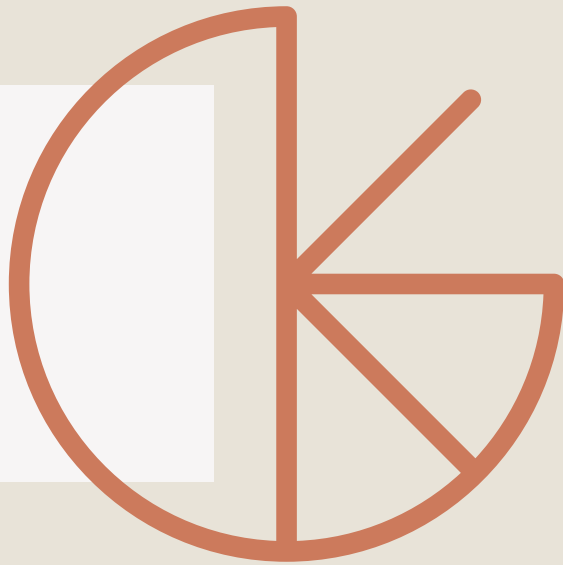



~~KATIE GRAHAM~~

BRAND CLARITY
WORKBOOK





I AM AN EXPERIENCED BRAND GROWTH CONSULTANT, WORKING TO TAKE YOU AND YOUR BUSINESS FROM CONFUSION TO CLARITY™.

It's never been a better time to get your brand, grounded.

As you all know already, I am a big fan of slow and now it appears that a slower pace of life has been forced upon us – suddenly we have less work to do, zero social commitments (apart from quite a few Facetime and Zoom catch-ups), no events to attend and no appointments to make.

Of course, I also want to acknowledge that this enforced slow down has also meant a slow down in income (myself included), which has certainly put us all in an uncertain situation.

But I believe we have a choice. We can pivot quickly to keep things going right now, or we can pause, lean in and pivot strategically. Not surprisingly, I'll be doing the latter.

If you're with me, I've been thinking about how we can use this slower time to reframe and re-align our businesses and our lives before we pivot. How can we emerge from this time of uncertainty with more clarity about who we want to be, how we want to live and how we want to run our businesses? And how can we make the most of this situation?

I'll leave you all to ponder the personal questions, but I want to help you get some clarity around your business right now, so I've created this Brand Clarity Workbook for you to work through during this slow period. This workbook is a snapshot of what I would normally run through with my clients, so make yourself a cuppa, settle in and get ready to get clearer about your brand and your business, before you pivot.

For those of you who've worked with me already, this is also relevant to you. Use this to re-align strategically before making changes to your business or spending money to keep your business going. Find that space between stimulus and response before you rush into any decisions.

As you work through this, please be gentle with yourself. This is work I usually do with you, so if it doesn't come straight away. Take a break and come back to it. And if you're still finding this hard to do on your own, I'm only a Zoom away and happy to chat about payment plans during these uncertain times.

Why do we need a strategy, now?

A good small business strategy, is a framework for making the ongoing daily decisions about how you will play the game of business.

It consists of three clear parts:

- 1. Who you are (as a brand)**
- 2. Where you are going (short and long term)**
- 3. How you want to work and live (as a person)**

Without a framework to guide everyday decisions, you can run in too many different directions, find yourself saying yes to every opportunity without considering whether these opportunities are going to help achieve your overarching goals, stretch your valuable resources too thin or grow faster than you can cope with (a good, but stressful problem to have).

In a recent chat with a client of mine, she said, “That’s the beauty of your work. You help people get so clear on where they’re going, that they get there.”

Call it manifesting, call it strategy, call it whatever you like, but getting clear on who you are and where we’re going, helps us get there.

PS

Navigating this new ground doesn’t have to be a solo adventure. I have a range of one-on-one options available and payment plans are available and welcome. If you’d like to book in for a free chat to discuss your needs, please [click here](#).

Take care of yourself and others,

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x

**“WHEN WE HAVE A CLEAR SENSE
OF WHERE WE’RE GOING, WE ARE
FLEXIBLE IN HOW WE GET THERE.”**
– SIMON SINEK

EXERCISE ONE: COME BACK TO YOUR WHY

First things first... What is your WHY?

Before we jump into anything, I want you to go watch Simon Sinek's very famous TED Talk on how great leaders inspire action through their 'why'.

I'm sure you have already watched this video, but it is always good to revisit this idea and ask yourself:

[CLICK HERE TO WATCH](#)

◆ What was your WHY when you started your business?

◆ Has your WHY changed since you started? If yes, how?

◆ Looking forward to Spring this year, what will your WHY be then? Will it have changed when we get to the other side of this?

I want you to check-in on the above questions because in times of uncertainty and challenge it is more important than ever to know what your purpose is. Getting clear on the questions above will help you stay certain about wanting to stay strong and stay operating.

EXERCISE TWO: WHO ARE YOUR PEOPLE

Why WHO matters now, more than ever!

Once you've done your homework from Simon Sinek on your 'why', the next thing you absolutely *must* do is get really clear on who your ideal customer is and how to make them love you NOW.

After spending the first half of my career working with corporate giants, my bread and butter is now working with smaller brands led by founders with passionate integrity who put their **people** first. Small businesses, without the huge marketing and advertising budgets to broadcast marketing messages to the anonymous masses (aka 'spray and pray'), need a **human** approach to strategy.

Having clarity on **who** you are for (and who you aren't for), is paramount to your brand's success. Which is why I always start any strategy by defining who your people are.

It's like that old 'selling ice to eskimos' saying – there's absolutely no point having the best product or service, if you're trying to sell it to the wrong people. And if you do know who your target market is, you need to make sure your marketing is speaking their language to really **connect** with them.

Demographics vs psychographics

Your audience is the foundation of your brand and will be the cornerstone of its success or failure. But the days of solely defining your target audience by demographics are over.

I don't know about you, but just because five people live in the same area, work in the same type of job and happen to be the same sex, doesn't mean they love the same things, subscribe to the same businesses, shop at the exact same stores, drive the same car and buy the same brands. And we can't assume everyone over 50 is 'boring' or nearing retirement like some insurance companies would have you think.

The world isn't changing, it has changed. Not everyone is feeling the same way right now. Some of us need rest to process what's going on, others are channelling it into heightened productivity and many are just in survival mode (hello business owners who are now juggling the role of business owner / teacher / mum all at the same time).

It's time to get into the **psychographics** of your audience, not just their demographics. It's time to get personal and really consider your audience and think of them as people, not just words on a page.

Here's what I mean when I talk about demographics versus psychographics:

DEMOGRAPHICS	PSYCHOGRAPHICS
Mothers, aged 25-45, living in suburbs of metro cities, with a household annual income of around \$120,000.	<p>Example 1: Mums who are real food lovers, care about where things come from and look at ingredient lists.</p> <p>Example 2: Mothers whose lives have been upturned due to recent events, and they're trying to adjust and hold it all together. They are currently <i>feeling</i> anxious about homeschooling their children during this pandemic, uncertain about their longer term financial situation and are getting emails from every single brand they've ever bought from or signed up to, with their response and/or sales announcements.</p> <p>How is your message going to relate to them? Will they be frustrated by salesy message right now? How can you help them?</p>

Can you see how focussing on demographics alone leaves you with too broad a pool of target customers?

EXERCISE TWO: WHO ARE YOUR PEOPLE

Now it's time to think about your market, but before you dive in, I want you to consider this:

In light of the current global situation, have the psychographics of your target market changed? Do you need to pivot to provide a different service right now? Or different messaging / content? Or can you present your existing products and services in a different way?

◆ How are they feeling?

◆ How have their lives changed?

◆ How might their financial situation have changed?

◆ Do they have more time (no job)? Or less time (hello, homeschooling)?

◆ How are they spending their time at home?

◆ What might they need from you?

◆ How can you help them?

EXERCISE THREE: WHO ARE YOU NOT FOR

Who are we NOT for?

While we're here, let's define who you aren't for.

When it comes to your target market, knowing your 'nah, no way' list is just as important as knowing your 'heck yes' list (is it just me or is this starting to feel like dating advice?).

Single O is a brand I've respected for years and worked with. I love how upfront they are about who they are and aren't for on their customer enquiry page:

Hey!

Thanks for getting in touch. If you and your business are totally committed to the pursuit of freakishly good coffee and service, we want to speak with you.

(But if you and your business are committed to, say, the best rotis in town, and you're looking for coffee as a sideline business, let's just leave it there. Don't get us wrong... really like rotis ... all flaky, rich and chewy at the same time. But if there's little coffee focus, it will end in tears.)

This helps people self-select (reducing those awkward "sorry we're not for you" responses to generic enquiries, and back and forth email exchanges) and importantly, demonstrates their commitment to the right customers – in this case, the cafes that want to serve people freakishly good coffee and care about them enough to give them good service.

And the take-out to anyone reading it, is that Single O is for people who love freakishly good coffee.

People who love freakishly good coffee is a really good WHO statement. It's all psychographic, with no demographic in sight.

Using Example 1 from above

Who are we for?	Who are we not for?
Mums who are real food lovers, care about where things come from and look at ingredient lists.	We are not for the people who make everything from scratch, the super health conscious or the ones avoiding allergens.

EXERCISE THREE: WHO ARE YOU NOT FOR

So using the same thinking as the above exercise, who **don't** you want to service with your offering?

◆ What kind of person don't you want to sell to / work with?

◆ What do they care about? What do they not care about?

◆ What do they do?

◆ What do they like and dislike?

◆ Why might they not like / want your product / service?

◆ Where do they live?

◆ What are their values?

EXERCISE FOUR: YOUR MOST IMPORTANT PEOPLE

How many or how few?

I love these words by Seth Godin: “How *few* people do we need to influence so we can keep doing what we want to do tomorrow?”

This question completely flips our obsession with vanity metrics on its head. It drives home the importance of truly knowing who you need to be talking to and why, and rejecting all that is extraneous to that.

It's knowing who you're for and importantly who you're not for.

It's about getting to know the core group of super important customers intimately, and keeping them front of mind. Whether you are writing an email or Instagram caption, or innovating your product or service, think about how they will feel and respond to what you're doing.

At its heart, it's about strategic minimalism. Rather than thinking about everyone, you're thinking of this small group of people. Seth likes to think of this group as the “smallest viable market” or the “first ten”.

So let's take your defined target market from Exercise Two, and start to look at your ten most important people.

◆ **Who would be GUTTED if you closed your business?**

◆ **Who are your most important customers? The ones who love your brand and what you do? The ones who tell their friends and family about you and get them on board? The ones who regularly buy from you and are loyal to you?**

◆ **Now think about where and how these people are clustering or gathering (virtually)? Are there other brands they follow / stores they shop at? Are there any businesses you have a relationship with, who have like minded consumers?**

◆ **And finally, who are the people and brands, that these customers are looking up to for advice (think less celebrity / large influencer, more real people who have influence)? Of these people, who is within your reach? Who do you have a relationship with?**

When you narrow this number down, you switch into abundance mode and start feeling like your marketing goals are incredibly achievable AND it makes it so much easier to say no to people who don't quite fit your niche.

EXERCISE FOUR: YOUR MOST IMPORTANT PEOPLE

Don't forget the other humans connected to your business

There are more humans involved in your business than just your customers and it's important to define who these humans are too.

I'm talking about everyone else you need to work alongside to get your product or service out into the world – your suppliers, your wholesale accounts, your team and your service providers. From your accountant to your printer, it's important to work out who you will work with and who you won't, and how you want these relationships to flow.

As your business starts to grow, you'll not only attract more customers that may not be the right fit, but you will also attract more collaborators, service providers and suppliers, who may or may not be the right fit.

So here are some questions to help you nut out who all the other humans in your business are:

◆ What sort of people do you want to work with?

◆ What is their tone?

◆ What do they value?

◆ How do they communicate?

◆ How do you want to feel after working with them?

◆ How do you want them to feel after working with you?

In the same way that you don't have to *serve* everybody, you also don't need to *work with* everybody. Get clear on the people and businesses you want to work with and hone in on those relationships.

EXERCISE FIVE: HOW DO YOU WANT TO TREAT YOUR PEOPLE

You've got your people, now how do you want to treat them?

Where big corporates are laser-focused on numbers and margins, often at the expense of the human experience, small businesses put humans at the centre – we're focused on the needs of our staff, our needs as founders and the needs of the humans we're serving, our customers.

And in an age where people are healthily skeptical about EVERYTHING, it's not surprising that people are demanding more and more from brands. Which in turn, is seeing the rise of these "micro brands" who put people first. And I know firsthand this is having an impact on the corporate mega brands.

One of the biggest differences between the mega brands and smaller brands, is INTEGRITY!

In the words of Simon Sinek, **"Integrity is when we say the same things publicly that we say privately."**

Brands with integrity put people, and especially their customers, first. They will know who will buy and love its product and will create products using information about its target market to inform new development. It's so important.

Integrity is what results in a mutual respect between brands and their audience, building a loyal community.

This all comes back to seeing our customers as real-life people with beating hearts and all the pressures of life. Once you know who your people are, have a think about how you want to treat them (particularly when they're a particularly niggling and... needy... customer).

Taking into consideration how your target market are feeling and what they're experiencing right now:

◆ How do you want your customers to feel after an interaction with you?

◆ What do you want your customers to say about you to their friends?

◆ What sort of tone of voice or language do you want to use with your customers? Do you want to be formal and distant, or friendly and approachable?

Remember, because you're getting laser sharp on the few people you need to market to, you firstly, have the capacity to put more heart and effort into this small group, and secondly, it's even more important that this small group loves everything you do and recommends you to a friend.

You're done!

Whether you're working on an existing business or dreaming up a new one, I hope you've completed this workbook and have a new sense of clarity for your brand

If you'd like to work together further, together we can nut out what more in-depth clarity for you and your brand looks like, including:

- ◆ Articulating what it is that you do (your elevator pitch)
- ◆ Defining your unique value proposition, your how you do what you do, that makes it uniquely YOU (your how)
- ◆ Refining your who and your why
- ◆ Getting clear on your short and long term goals, and what needs to be in place to achieve those
- ◆ Providing you with a big picture view of the opportunity for your brand and business, including looking at the big consumer trends and forecasts from The Future Laboratory (including their special COVID-19 Contingency Planning Insights) and the category you're operating in
- ◆ Developing a Strategic Framework for your business over the next 12 months so you can see where you're going more clearly and make your own decisions
- ◆ Aligning your pivot, with your brand and your goals

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