

# BRAND STRATEGY *Workbook*



## WELCOME

In this brand strategy workbook, we've assembled the tools you need to build a successful brand from the ground up. A brand is more than just your logo- YOU are your brand. Here, you will identify your purpose, vision, values and mission to build a brand with a strong foundation.



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# BRAND *Identity*



## YOUR PURPOSE

*Why do you exist? What benefits do you create for others?*

*Example: Ikea - "To create a better, everyday life for the many people."*

## Chapter 1: Defining Your Unique Brand Identity

The foundation of a strong personal brand starts with understanding who you are as a chef and what sets you apart from the competition. In this chapter, you'll dive deep into:

- Identifying your core values, personality, and unique culinary style
- Crafting a compelling brand positioning statement that resonates with your target audience
- Developing a distinct visual identity that reflects your brand aesthetic





## YOUR VALUES

*What are you here to do? How do you create that future?*

*Example: Tesla - "To accelerate the world's transition to sustainable energy."*

List your top 5-7 core values and briefly explain why they are meaningful to you.

### **Exercise 2:** Brand Personality Questionnaire

Your brand personality is the unique set of human traits and characteristics that you embody. This will shape how your customers perceive and interact with your brand.

Answer the following questions to uncover your brand personality:

- How would you describe your culinary style? (e.g., classic, modern, rustic, innovative)
- What adjectives would your closest friends use to describe your personality? (e.g., passionate, witty, determined, approachable)
- What emotions do you aim to evoke in your customers through your food and service? (e.g., comfort, excitement, indulgence, nostalgia)
- What are your unique quirks or characteristics that set you apart from other chefs? (e.g., flair for presentation, signature dishes, storytelling abilities)

Synthesize your responses to create a vivid description of your brand personality.





# TARGET *Audience*



# PERSONAS Template

IDENTIFY YOUR AUDIENCE TO UNDERSTAND HOW YOUR BRAND CAN SPEAK TO THEIR UNIQUE NEEDS.

<i>Name</i>	Your text here.
<i>Age</i>	Your text here.
<i>Gender</i>	Your text here.
<i>Relationship Status</i>	Your text here.
<i>Job title</i>	Your text here.
<i>Location</i>	Your text here.
<i>Salary</i>	Your text here.
<i>Budget</i>	Your text here.
<i>Enemies</i>	Your text here.
<i>Heroes</i>	Your text here.

<i>Work Goals</i>	Your text here.
<i>Favorite Drink</i>	Your text here.
<i>Favorite Music</i>	Your text here.
<i>Podcasts</i>	Your text here.
<i>Favorite TV/movies</i>	Your text here.
<i>Favorite Books</i>	Your text here.
<i>Clothes</i>	Your text here.
<i>Transportation</i>	Your text here.
<i>Interest/Hobbies</i>	Your text here.
<i>News/websites</i>	Your text here.

# PERSONAS Template

IDENTIFY YOUR AUDIENCE TO UNDERSTAND HOW YOUR BRAND CAN SPEAK TO THEIR UNIQUE NEEDS.

<i>Mentality</i>	Your text here.
<i>Pain Points</i>	Your text here.
<i>How would they hear about your company?</i>	Your text here.
<i>How do they think your product/service solves their problems?</i>	Your text here.
<i>What might make them hesitant to use your product/service?</i>	Your text here.

# COMPETITIVE Analysis





# COMPETITIVE Analysis

IDENTIFY WHO YOU'RE COMPETING AGAINST SO THAT YOU CAN BETTER DIFFERENTIATE YOUR BRAND.

<i>Competing Brands</i>	Your text here.
<i>Brand Discovery</i>	Your text here.
<i>Brand look/feel</i>	Your text here.
<i>Value Proposition</i>	Your text here.
<i>Tagline</i>	Your text here.
<i>Products/services</i>	Your text here.
<i>How do they talk about their customers?</i>	Your text here.

# COMPETITIVE Analysis

IDENTIFY WHO YOU'RE COMPETING AGAINST SO THAT YOU CAN BETTER DIFFERENTIATE YOUR BRAND.

<i>Marketing channels</i>	Your text here.
<i>Advertising Channels</i>	Your text here.
<i>Revenue</i>	Your text here.
<i>Strengths</i>	Your text here.
<i>Weaknesses</i>	Your text here.
<i>Similarities</i>	Your text here.
<i>Differences</i>	Your text here.
<i>Customer Aquisition</i>	Your text here.

# BRAND Messaging







## DEVELOPING REVENUE-GENERATING PRODUCTS AND SERVICES

*Leveraging your culinary expertise, you can create a range of products and services that not only showcase your skills but also generate additional revenue streams for your business.*

### Exercise 2: Product/Service Development Worksheet

Brainstorm potential products and services that align with your brand and appeal to your target customers. Consider the following:

- Signature recipe books or cookbooks
- Online cooking classes or masterclasses
- Culinary-inspired merchandise (e.g., aprons, spice blends, kitchenware)
- Catering or private chef services
- Consulting or speaking engagements
- Collaboration with food or beverage brands

For each idea, outline the following:

- Product/service description
- Target customer and their needs
- Pricing and profit margin
- Production or delivery logistics
- Unique selling points

Evaluate your ideas and select the most promising ones to develop further.

*Partnering with complementary brands, influencers, or organizations can help you expand your reach, tap into new audiences, and create additional revenue streams.*

### **Exercise 3: Partnership Outreach Strategy**

Identify potential partners that align with your brand and could mutually benefit from a collaboration. Consider the following:

- Other chefs, food bloggers, or culinary influencers
- Local or regional food producers, suppliers, or distributors
- Hospitality or tourism organizations (e.g., hotels, event venues, tourism boards)
- Lifestyle or home goods brands (e.g., cookware, appliances, kitchenware)

For each potential partner, outline the following:

- Company/individual profile and brand alignment
- Potential collaboration opportunities (e.g., co-branded products, cross-promotions, events)
- Value proposition for both parties
- Outreach strategy and talking points

Reach out to your top prospects and start building strategic partnerships that can help elevate your personal brand and business.

By completing these exercises, you'll be well on your way to leveraging your culinary expertise to position yourself as an industry authority, develop revenue-generating products and services, and establish strategic partnerships that can propel your personal brand and business to new heights.

# BRAND Voice & Tone





## BRAND VOICE & TONE

# 01

*When people interact with your brand, how do you want them to feel?*

Your brand voice and tone are essential elements that bring your personal brand to life and connect you with your target audience. These aspects of your brand define how you communicate, both in written and verbal forms, and shape the overall personality and emotional resonance of your brand.

In this chapter, you'll learn how to develop an authentic and consistent brand voice and tone that aligns with your unique identity as a chef.







## BRAND VOICE & TONE

# 02

*Your brand voice is the distinct personality and style you use to communicate with your audience. It's the unique way you express your ideas, thoughts, and messages, and it should reflect your core values, brand positioning, and overall brand identity.?*

Warm  
Minimal  
Bright  
Playful



## BRAND VOICE & TONE

# 03

*Your brand tone refers to the emotional qualities and inflections you use to communicate. It's the way you adjust your voice to suit different situations, contexts, and audiences.*

### Exercise 2: Tone Variability Matrix

Identify the appropriate tone for various scenarios and interactions by mapping out a Tone Variability Matrix. Consider the following dimensions:

- **Formality:** How formal or informal should your tone be? (e.g., casual, conversational, professional, academic)
- **Emotion:** What feelings or emotions should your tone convey? (e.g., enthusiastic, empathetic, authoritative, playful)
- **Situation:** How should your tone adapt to different contexts? (e.g., customer service, recipe instructions, industry event, social media post)

For each scenario, determine the optimal tone that aligns with your brand voice and resonates with your target audience.



## BRAND VOICE & TONE

# 04

*Consistency is key when it comes to your brand voice and tone. Your customers should be able to recognize your unique communication style across all of your brand touchpoints, from your website and social media to your customer interactions and marketing materials.*

### Exercise 3: Brand Voice and Tone Guidelines

Develop a set of brand voice and tone guidelines that can be used by your team (or any future team members) to ensure consistent brand communication. Include the following elements:

- Detailed description of your brand voice and tone
- Examples of appropriate and inappropriate language, tone, and writing style
- Guidelines for adapting your voice and tone to different contexts and channels
- Tips for maintaining a consistent brand personality across all touchpoints





THANK  
You!

Maddy

