



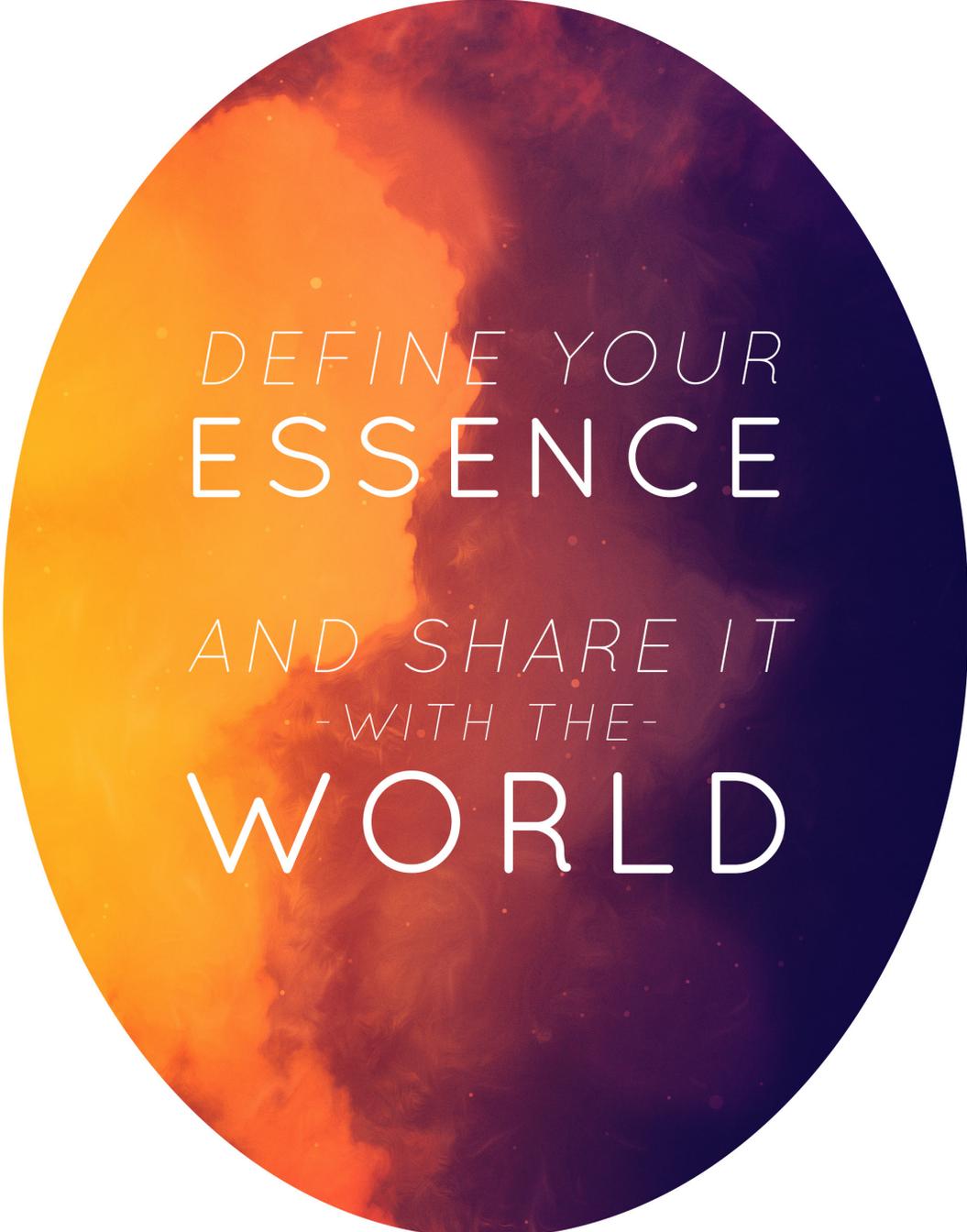
*the*  
**DIY**

COMPREHENSIVE BRANDING KIT

*do it yourself!*

PAPER SCRAPS

[WWW.PAPER-SCRAPS.COM](http://WWW.PAPER-SCRAPS.COM)



*DEFINE YOUR*  
**ESSENCE**

*AND SHARE IT*  
*-WITH THE-*

**WORLD**

# TABLE OF CONTENTS

## *Introduction*

- 1) What is branding?

## *The Paper Scraps Branding Process*

- 1) How the process works
- 2) Create structure first, refine later
- 3) Shifting your mindset
- 4) Your compass

## *The Branding Statements*

- 1) Overview
- 2) Special Cases
- 3) The Refinement Process

## *The Branding Statement Booklets*

- 1) Vision
- 2) Mission
- 3) Promise
- 4) Unique value perspective
- 5) Business owner persona
- 6) Brand identity

## *Applying Branding To The Real World*

- 1) Overview
- 2) Defining your ideal client
- 3) Effective websites
- 4) Reflecting your brand
- 5) Meet the author

# INTRODUCTION

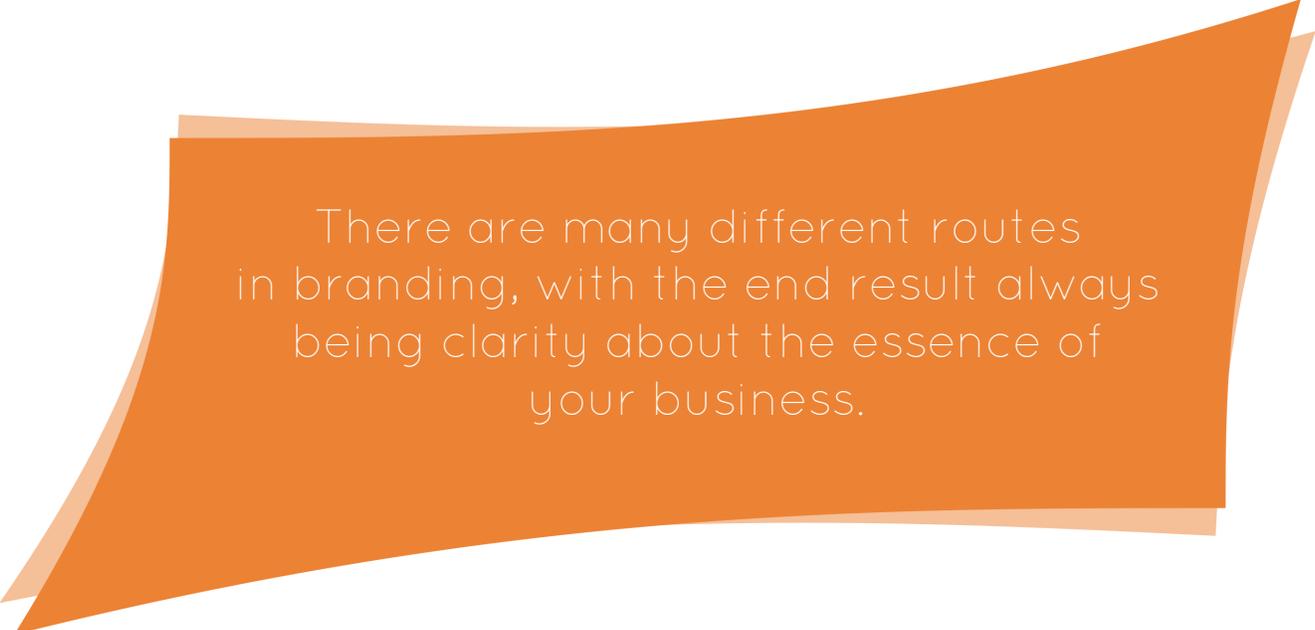
- 1 -

## *What is branding?*

“**W**hat is branding?” This is the number question my clients ask me. The essence of branding is very simple. Branding is a process in which you define what your company is all about.

There are many different aspects that fall under this of course, and there are a multitude of ways to define your brand. However, the end result is always the same, clarity about the essence of your business. So what does that mean? Why is it important to your business?

Many business owners underestimate what it means to define the essence of something. Doing this is in fact one of the most important aspects of success in a business. Imagine someone completely understanding everything you stand for; work, creation, offerings, vision and purpose. That person would grasp key facts about you, the emotions behind your story, and highlighted aspects of your personality that move you forward. That person would not only understand your whole authentic true self, but be emotionally charged by it. This is the power of branding. This book is a guide to branding. Here is where you will learn to harness and infuse into your business presence in this book.



There are many different routes  
in branding, with the end result always  
being clarity about the essence of  
your business.

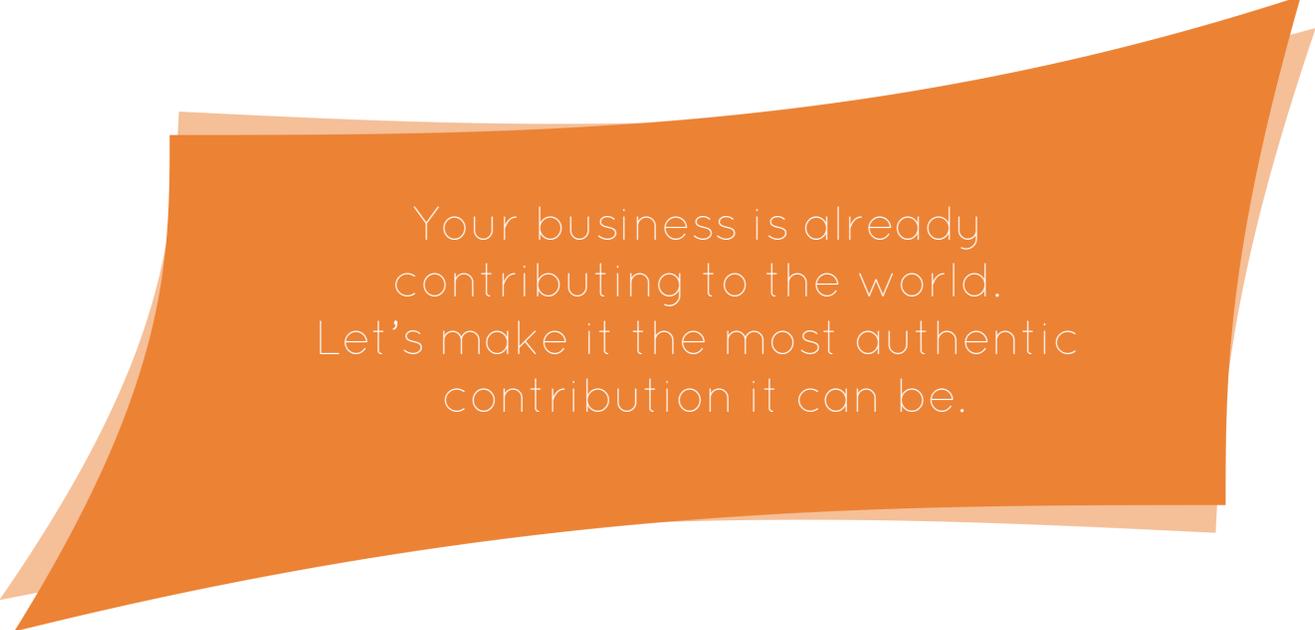
Your brand, is an identity. Going through this branding process will give you the tools to form this identity and authentically voice it to the world. The growth that can come from creating your brand is enormous. It helps you gain clarity about the core dynamic and motivation for your business, and how your business is contributing to the world.

**T**his gives you a deep internal compass helping you define your next steps, quality of product, where you go, who you do it with, and much more.

Additionally, you will begin to attract the right clients who not only understand your brand, but are enthusiastic and even inspired to contribute to it. The beauty of this branding process is that it's ever expanding, and can go as far as you are willing to take it. Together we will form the content of your brand. What you do with it after that is up to you. Typically after creating brand content, people will continue to develop the visual aspects of their brand in the form of a: logo, website or business card. However, you can take it even further than that.

**y**ou can infuse your brand in every aspect of your business. A brand can make your business a one of a kind experience.

I have devoted my time to writing this book for one simple reason, to help business owners get the most out of their business. There is no reason why your business should not be a statement. When you are intentional about the way you present yourself to the world, you become far more powerful, progressive and inspired. I am honored to help you through the process of becoming that person. For you are an entrepreneur. An individual who has devoted time and energy into a product, which you offer to others. You are directly contributing to the world we live on. Let's make it the most meaningful and authentic contribution it can be.



Your business is already  
contributing to the world.  
Let's make it the most authentic  
contribution it can be.



THE  
PAPER SCRAPS

*Branding  
Process*

PAPER SCRAPS

[WWW.PAPER-SCRAPS.COM](http://WWW.PAPER-SCRAPS.COM)

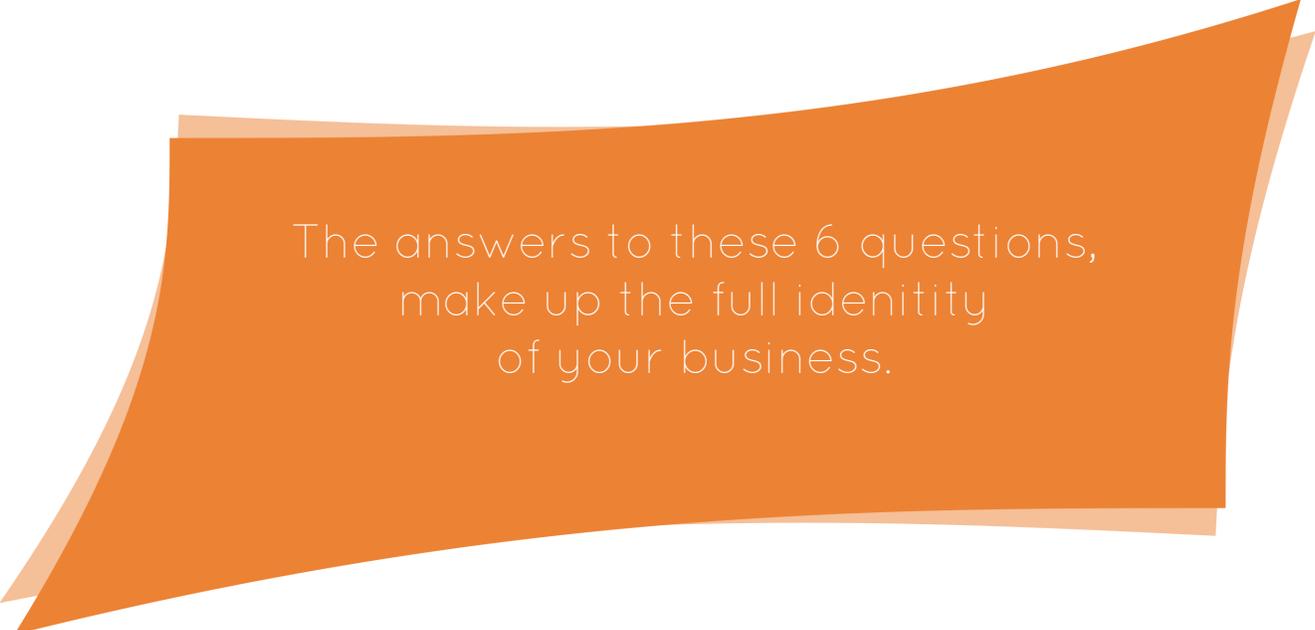
# THE PAPER SCRAPS BRANDING PROCESS

- 1 -

## *How the process works*

**T**here is an infinite amount of time you can spend in the realm of branding, because defining a business can give you numerous layers to work with. Here at Paper Scraps there are 6 different things that we help you define in our branding process.

- 1) What is my company's purpose and dream for the world?
- 2) How exactly will my business achieve its vision?
- 3) What makes my business one of a kind?
- 4) What part do I play in my business?
- 5) What is my promise to my customers?
- 6) "Who" is my business?



The answers to these 6 questions,  
make up the full identity  
of your business.

Together, the answers to these questions make up the full identity of your business. Once you are clear on the answers, you will have all the components you need to accurately and authentically show your brand to the world. When clients go through our full premium coaching package, the full branding process takes 6 weeks. A one hour session once a week is suggested. This is to ensure that you have enough space and time for reflection as well as creative thinking.

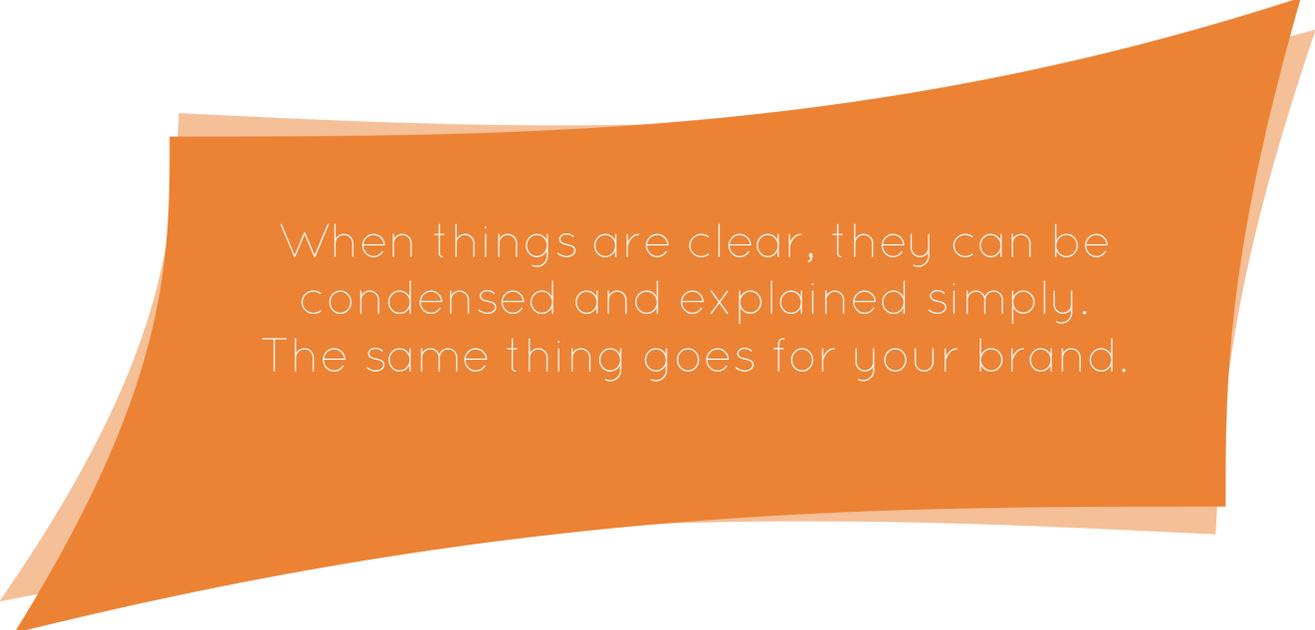
When someone works on a specific statement, they can only do so much at a time. After a certain point, you will have all of the pieces necessary to complete a statement. However, there might be one key word that's missing.

You will need to let your mind simmer with the information you've stirred up. Typically in your branding process you'll let your brain rest, and then suddenly while your mind is focused on something else, the word you needed will pop up effortlessly. And when it does, you will feel like it was so obvious and so on point, and will most likely chuckle that it took you so long to come up with.

*A*nother thing to keep in mind is that you are creating concise statements. The idea is to keep these statements confined to one short sentence.

When you define the true core essence of your business, there is no need for long explanations. When things are clear, things are simple. The same thing applies to your branding statements. This is very important to remember, especially if you are doing this branding process on your own. During my first session with someone, we typically go through the questions that I listed in the beginning of this chapter. After, they will answer them either long-windedly or not at all. For most people, long winded answers happen naturally.

If this is the case, someone might end up with a page for each statement instead of a sentence. Your job in that case, would be to condense your information down to the core. You will figure out in the midsts of all of your restless words, what your business is *really* about.



When things are clear, they can be condensed and explained simply. The same thing goes for your brand.

If you are the other type of person who generally has no answers at all, your business idea is probably so new that you have not thought about these questions yet. In which case this is a great starting point for you to create content.

There is no right or wrong. I can only give you the structure and guidelines you need to get to the core of who you are. You are the one who has to do the soul searching, no one can do it for you.

**T**his is what I hear at least three times with every branding process I go through, “I don’t understand why this is so hard! It’s just one sentence!” or “I swear I am really good at writing, and excellent at finding the right words. This should be easy for me!”.

I’m sorry to break it to you, but though this process is simple, it is usually not at all easy. These statements need so much time because they are not simple one liners you can think up. They have far more importance to you because they are directly linked to your business, and sometimes (depending on your business) your personal identity. You are not just writing out six statements, you are defining your business’s true essence. Make sure to be patient with yourself while creating these sentences. Keep in mind that you are creating an entire identity, and that can take time.

# THE PAPER SCRAPS BRANDING PROCESS

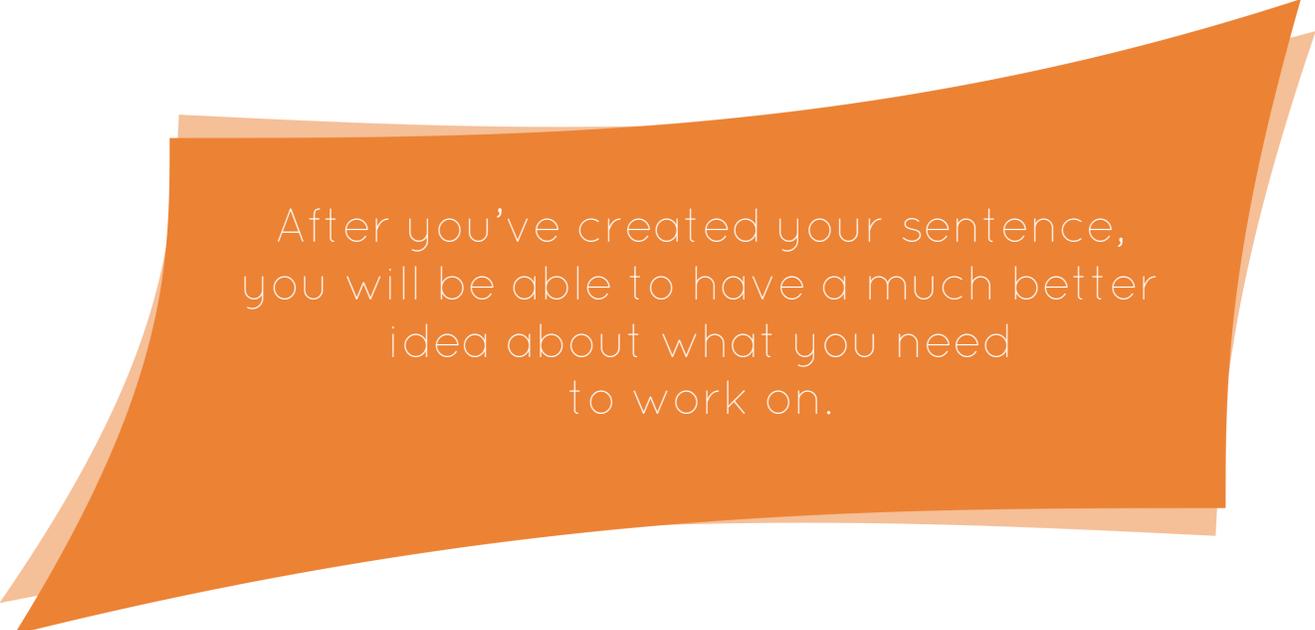
- 2 -

## *Create first, refine later*

Something that typically happens, is not being able to even begin. You will be sitting at your desk with this monumental question and you have a thousand ideas but have no clue what to write down. Do not worry, you are not alone. This happens *all the time*.

The way out of this is just starting with a general sentence structure (which I will give you) and filling in the blanks. Do not worry about being perfect the first time, it will most likely never happen. Once you have something written down, you'll have a ground zero to start working up from. Consider it as the structure that's giving you the support and space to let all your creative inspiration flow.

After you've created your sentence, you will be able to have a much better idea about what you need to work on. Maybe you will see that the sentence you chose doesn't work for you, and you need to alter it a bit. Maybe you will realize that you need to find a better word to describe something within the sentence. All of these little alterations are part of your refinement process.

An orange callout box with a wavy, torn-edge border. The text inside is white and centered.

After you've created your sentence,  
you will be able to have a much better  
idea about what you need  
to work on.

**F**irst you create a structure to build off. Then you refine your statement until it is fully developed and on point.

Certain statements will take you longer than others. There are certain things you've thought about and gone over in your mind, as well as certain things you haven't. Each statement you create will have a different starting point. That is completely okay, and one of the reasons that branding can be such a dynamic and fun process.

# THE PAPER SCRAPS BRANDING PROCESS

- 3 -

## *Shifting your mindset*

**T**hroughout the branding process you will be practicing a new method of thinking. Instead of thinking from your perspective, start thinking from your clients perspective.

This seems like a simple task, in truth this is very difficult for most people. This different mindset is the main driving force behind branding, and is imperative when creating your statements. In branding you are trying to convey your truth to the world. To do that most accurately you have to know how your clients think, and how they conceptualize the world around them. Here is a quick example to show you what I mean:

I had a client that was a nutrition specialist, she called her therapy methodology “intuitive eating”. In one of her own branding statements she wanted to refer to herself as an intuitive eating specialist, but had to change it shortly after. Why? Because her potential clients would not understand the concept of intuitive eating. There is no point in defining something only you can understand, but there is great reward in finding a way to communicate your essence in a way that is universal.

To convey your truth to your clients,  
you have to know how  
your clients understand things.

# THE PAPER SCRAPS BRANDING PROCESS

- 4 -

## *Your Compass*

**W**hile working through your branding statements there will be a moment when you are not sure “If this is really it”.

When you have completed a branding statement, you will feel invigorated. Imagine how much power and impact a sentence could have on you, if it truly summarized the core essence of who you are.

That power and that heart struck awe, is the feeling you are aiming to achieve throughout the branding process. Those feelings and reactions to your statements will act as your compass, guiding you towards better words and phrases describing your true essence.

Always keep this in mind while working on your brand, especially during the refinement process, which we will talk about in depth later.



THE SIX

*Branding  
Statements*

PAPER SCRAPS

[WWW.PAPER-SCRAPS.COM](http://WWW.PAPER-SCRAPS.COM)

# THE SIX BRANDING STATEMENTS

- 1 -

## Overview

*I*n the following pages you will read through all the statements that we are going to be working on together. Each statement is designed to define a specific aspect of your brand, and together all six make up your full brand identity.

More often than not, when creating the first branding statement, people have the urge to infuse everything about their business into one statement. Do not fall into that trap. Each statement has a purpose. Filling your statement with unnecessary details and content will only make your full brand seem repetitive and ultimately unclear.

The branding statements also have very specific connections to each other, which you will soon learn about. It's important that you do not skip ahead, but go in the order that the statements are presented. Each statement builds off of the other. Avoiding or coming back to a certain statement may be less than ideal for your own branding process.

Each statement defines  
a specific part of your brand.  
So make sure you don't try to explain your  
whole business in one statement.

- 1 -

# *Vision*

WHAT THE WORLD WOULD LOOK LIKE,  
IF EVERYONE HAD ACCESS TO YOUR PRODUCTS.

- 2 -

# *Mission*

HOW YOU PLAN ON ACHIEVING,  
YOUR VISION.

- 3 -

# *Promise*

WHAT YOU PROMISE,  
TO GIVE YOUR CUSTOMER.

- 4 -

# Unique Value

THE ONE THING, THAT SETS YOUR BUSINESS APART FROM OTHERS IN YOUR FIELD.

- 5 -

# Business Owner

WHY YOU AS A BUSINESS OWNER, ARE AN ASSET TO YOUR COMPANY.

- 6 -

# Brand Identity

THE ESSENCE OF YOUR BUSINESS SUMMARIZED IN 3 WORDS OR LESS.

# THE SIX BRANDING STATEMENTS

- 2 -

## *Special Cases*

**T**here are certain business types that don't need to create all six branding statements to fully define their brand.

This is because certain businesses already define parts of their identity simply by existing. I've listed a few examples below along with reasons why certain statements should fall away. You can of course still create the additional statements if you'd like, but just know that it may be repetitive.

Some business types already have predefined identities, making certain branding statements unnecessary to create.

# 1.

## Personal Coaches/Personal Brand

In this case your brand is defined by your own identity instead of a separate business that you own. Since you are the face of your company, your brand already defines you. For this reason the Business Owner Persona Statement can typically fall away.

This statement is designed for people who own a business that does not revolve around them, rather something else. For example, a restaurant is its own business, with its own separate identity. The owners of this business would need a statement that defined why they were a special asset to their company or chain.

*~~Business Owner Persona~~*

## Performing Artists/Artists

As an artist it is typically very clear what your main medium is, what you do is already very articulately defined. A musician plays music, a dancer dances, a painter paints, etc. The mission statement defines how you plan on accomplishing your vision as a business.

# 2.

For other business types, this statement can be the most challenging because their “How” is very unclear. As an artists your how is already defined. What typically happens is an artist will either create a very strong mission statement, or a very strong promise statement. Then the latter one will fall away. You can decide this for yourself. The Business Owner Persona statement also tends to fall away in this business type due to the artist being the face of the company as well.

*~~Business Owner Persona~~*  
*~~Mission Statement~~*

# Stores

If your business revolves around selling products, your unique value proposition (UVP) and promise statement will typically intersect, or become very repetitive. The UVP statement is about defining what makes your business special in comparison to others. As a store your individualism is typically defined by the quality, type or price of your products.

# 3.

At the same time, your promise statement is delivering a type of product. Very similar to an artist, as a store you will most likely create one very strong statement, and the other will fall away.

## *Unique Value Proposition*

Because each business is unique,  
so is every branding process.  
You need to decide what statements  
are the most relevant to you.

# THE SIX BRANDING STATEMENTS

- 3 -

## *The Refinement Process*

*A*fter creating your statements, you should have six basic sentences that describe the outline of your business' identity. Once you have the basic structure you can begin your refinement process.

The refinement process is simply going over each individual branding statement and seeing what can be improved on. There might be a lot to change, maybe you need a completely different sentence, or possibly all you need to do is find a more elegant word.

Whatever you feel the need to do will be defined by your emotional compass, as we discussed in the beginning of this book. The power of your branding statements should be incredible. Some people have even got teary eyed after seeing their dream written out in words they had always been searching for. Make sure that whatever you are creating is genuinely in alignment with the essence of your business.

- 1 -

# *Vision*

WHAT THE WORLD  
WOULD LOOK LIKE,  
IF EVERYONE HAD ACCESS  
TO YOUR PRODUCTS.

PAPER SCRAPS

[WWW.PAPER-SCRAPS.COM](http://WWW.PAPER-SCRAPS.COM)

# VISION

- 1 -

## *Definition*

**T**he vision statement defines the big dream for your company. This is a way for your clients to be inspired and believe in you. The vision statement allows people to become a part of something greater than themselves.

Your vision statement is how the world would be if everyone had access to your products. For most businesses this is a very key aspect of their success. It not only inspires customers, but also everyone involved in the business. This statement keeps everyone working toward a unified goal to better the world.

If you are having a hard time defining what your big vision for your company is, try working through the exercise on the next page.

# VISION

- 2 -

## *Exercise*

**W**rite out a list of all the products you offer. See what underline idea, purpose or passion links them all together. That will be the essence of your dream.

After you've discovered what the main idea of your dream is, you can start to develop a vision statement that expresses it.

Remember to include everything your business offers when making your list. Do not leave anything out! We are creating sentences that summarize your business. It's very crucial that you are taking all aspects of your business into account before refining and compressing your content. Otherwise you may feel that a statement is incomplete or that something is missing, when you're finished creating it.

I've created a list for you to fill out on the next page. Don't worry if you can't fill every slot, that will make it easier for you to define the underline aspect of your vision statement.

# Products

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_
21. \_\_\_\_\_
22. \_\_\_\_\_

# Underline Idea

---

# Too many options?

If you are having trouble figuring out how to condense the essence of all of your products into one underline idea, it's okay! Try looking at your list and creating three or four main ideas first. Once you have done that, see if you can find the core motive or inspiration that drives those few aspects of your business. The core inspiration will be the final essence of your business, which you will incorporate into your vision statement.

## Main Ideas

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## Underline Idea

\_\_\_\_\_

The vision statement is what defines the big dream of your company.

# VISION

- 3 -

## *Sentence Structure*

**R**emember this? Create first and refine later! Pick a simple sentence structure, fill in the blanks, and refine from there.

One of the most common struggles people have when creating their branding statements is not knowing how to begin. In one of the earlier chapters (The Paper Scraps Branding Process) I mentioned how important it is to simply create your sentence and not worry about it being perfect in the beginning. So here are a few of the most common sentence structures for vision statements that my clients have used in the past.

1. I/We envision a world where \_\_\_\_\_
2. I/We want to live in a world where \_\_\_\_\_
3. I/We believe in \_\_\_\_\_

# VISION

- 4 -

## Client Experience

I had a client that was having an especially difficult time with this statement. This exercise helped her greatly. She was about to open a dance and art studio that revolved around redefining female sexuality. However when she began with that idea, it didn't seem to fit.

She felt as if she was leaving out a few aspects of her business. After creating her list she realized that the main aspect of her vision was, **"Redefining Self Expression"**. In her case, that was her full statement. Keep in mind that the shorter and more concise you can get, the better.

This is not about creating over the top marketing phrases, but about defining your true core essence, whatever that may be.

There is no need to be elaborate here, the more concise and authentic your statement is, the better.

# VISION

- 5 -

## *Your Vision Statement*

---

---

Is it authentic?

Is it concise?

Is it clear?

Is it impactful?

- 2 -

# *Mission*

HOW YOU PLAN  
ON ACHIEVING,  
YOUR VISION.

PAPER SCRAPS

[WWW.PAPER-SCRAPS.COM](http://WWW.PAPER-SCRAPS.COM)

# MISSION

- 1 -

## *Definition*

**T**he mission statement is like an extension of your vision statement. It is an exact description of how you plan on accomplishing your vision.

When we formulate this phrase its always good to think in terms of answering the question: How do you plan on accomplishing your vision? This statement is also very useful for drawing in clients who are generally more skeptical than others.

A great deal of people will happily get excited about your vision. Some will not put their faith in you until they see concrete ways, in which you are working towards your goal.

# MISSION

- 2 -

## *Exercise*

**C**reate a list of all the products you offer. See if you can summarize all of your products into three categories.

You can use the product list that you created for your vision statement. This exercise is about honing in on the concrete things your business is offering to achieve its vision.

Most people have difficulty summarizing what it is that they offer because there are so many different things they do. I have found that you can have a maximum of three product categories in your branding statement, before things get too complex. Listing categories of products help your potential clients understand the variety of things you offer, in a quick and impactful way.

People usually have no problem seeing what products can be grouped together, but they have trouble naming their categories. Just remember that you can always refine your category names later. The important thing is to create your statement first, so you have something to work with.

# Products

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_
21. \_\_\_\_\_
22. \_\_\_\_\_

Category 1

---

Category 2

---

Category 3

---

# Too many options?

If you have an especially long list, try creating 5 or 6 categories, and then categorizing those categories into 3. It may seem like a lot of steps. But it actually works really well!

Category 1

---

Category 2

---

Category 3

---

Category 4

---

Category 5

---

Category 1

---

Category 2

---

Category 3

---

# MISSION

- 3 -

## *Sentence Structure*

**R**emember this? Create first and refine later! Pick a simple sentence structure, fill in the blanks, and refine from there.

One of the most common struggles people have when creating their branding statements is not knowing how to begin. In one of the earlier chapters “The Paper Scraps Branding Process” I mentioned how important it was to simply create your sentence and not worry about it being perfect in the beginning. So here are a few of the most common sentence structures for mission statements that my clients have used in the past.

**1.** I/We (short description of vision) by offering/creating (category 1), (category 2), and (category 3).

**2.** Our mission is to share/give/create (category 1), (category 2), and (category 3) to (short description of vision).

The mission statement is typically the most challenging for businesses because their *how* is almost never clear.

This sentence structure is ideal if you are lost and don't know where to begin. It gives you three clear parts to work through. The first, is a short description of your vision (you created this in the last chapter). The second part is choosing a verb that resonates with you, depending on what the content of your third part contains.

Also keep in mind the verbs listed above are only suggestions, there is no limit to what you can write down. And lastly the third part is your three categories. This is very essential in your mission statement. This is where the aspect of concrete examples comes into play.

Typically a business will have a multitude of products they offer, and all of them lend a helping hand toward your vision as a business. Our goal while creating statements is to define the core essence of your business, and not explain the details of everything. Creating categories (ideally 3 or less) that summarize all the content of your business is what I have found to be the most effective method for this statement.



Your business has a multitude of products that you offer, and all of them should be working toward achieving your vision.

# MISSION

- 4 -

## *Client Experience*

*I* was working with a relationship therapist who having an especially hard time with this statement.

She was very good at dreaming big and being flexible with her clients. In comparison, defining clear refined branding statements was like a new world. The exercise that I gave you above, is the same exercise that she and I worked through to get her mission statement. Having the clear “fill in the blank” structure can be very beneficial if you need a starting point. You can always refine from there.

If you are like my client, structure may not be your strength, and that is okay! This is why I’ve given you the structure you need. Creating your mission statement will be an excellent way to channel that creativity into a structured format. This is a huge plus for client communication.

# MISSION

- 5 -

## *Your Mission Statement*

---

---

Is it authentic?

Is it concise?

Is it clear?

Is it impactful?

- 3 -

# *Promise*

WHAT YOU PROMISE  
TO GIVE YOUR CUSTOMER.

PAPER SCRAPS

[WWW.PAPER-SCRAPS.COM](http://WWW.PAPER-SCRAPS.COM)

# PROMISE

- 1 -

## *Definition*

**T**he Promise statement is your promise to your client. What will your client get out of your product?

This is very different for each business. One thing to keep in mind is that you should not only talk about the product itself, but the emotions associated with that product. Normally the reason people buy things is because of the emotions they associate with having that specific item, what ever it may be. So focus on that as well.

For example, Paper Scraps also offers graphic design products. Our promise statement could have easily been “We promise you a business card”. This is not completely true and it doesn’t really reflect what we stand for. We care about our clients vision, and we want to make sure that everyone can be authentically represented in the world. Our promise statement is “Receive graphics that reflect the heart of your business.” The same idea should be infused in your promise statement as well. Ask yourself “What am I really offering my clients? “

# PROMISE

- 2 -

## *Exercise*

**R**eview your testimonials for your product. And see if there is one theme that continuously comes up in almost every response.

Typically there is always a reoccurring theme in testimonials. Maybe it was an emotional experience. A sense of relief or amazement at the quality of a product. Take into consideration not only what you are physically offering someone (a book, a coaching session, a piece of hardware etc.), but the experience you are giving them. If you don't have any testimonials that describe an experience, you might need to refine your product a bit more.

You're not just giving  
your clients a product,  
you're giving them an experience.

*What product are you giving your clients?*

---

*What kind of experience are you giving your clients?*

---

# PROMISE

- 3 -

## *Your Promise Statement*

---

---

- Is it authentic?
- Is it concise?
- Is it clear?
- Is it impactful?

- 4 -

# *Unique Value*

THE ONE THING THAT SETS  
YOUR BUSINESS APART

FROM OTHER BUSINESSES  
IN YOUR FIELD.

PAPER SCRAPS

[WWW.PAPER-SCRAPS.COM](http://WWW.PAPER-SCRAPS.COM)

# UNIQUE VALUE PROPOSITION

- 1 -

## Definition

The UVP statement, is all about defining and owning the one aspect about your business that sets it apart from other businesses in its field.

The difficult part about this for most people is not finding things that make their business special, but deciding on one thing to really focus on. A lot of people ask me, “Why just one, when there are so many great things that I offer?” The answer is simple, more power. When it comes to your UVP there is **less** power in numbers.

It is more powerful to own  
one key aspect of your business  
rather than a long list.

If you create a long list of things that you do well, what are the odds of someone remembering your entire list?

Do you believe that you really do all of those things exceptionally well? The truth is that we can't be amazing at everything, but we can be outstanding at one. There is power in stating one thing that your company does exceptionally well. People will start remembering you for that one thing.

This doesn't mean that you don't do other things well. As a functioning business there are countless things you have to do well, to succeed. You don't need to market all these things. Advertising that your product has outstanding quality doesn't mean that our customer service isn't. They can both be good, but you only need to market the one aspect that defines you the most.

# UNIQUE VALUE PROPOSITION

- 2 -

## *Exercise*

*L*ook over all your testimonials, and see what meaningful idea keeps coming up for people after working with you or buying your product.

Figure out what everyone is talking about, and see if you can sum it up into a word.

For those of you who are latching onto a specific idea and noticing that's not what people are talking about, trust your clients. Their experience is what matters; their experience is what truly defines your business. Listen to them. Listen to what they consider most meaningful, and take it to heart.

*List of meaningful  
qualities*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_

*The one thing  
you do exceptionally well*

\_\_\_\_\_

# UNIQUE VALUE PROPOSITION

- 3 -

## *Sentence Structure*

**O**nce you've discovered what your one thing is, you can put it into a sentence structure. Here is the most popular sentence structure for this statement that my clients have used in the past.

- 1.** The one thing that sets (business name) apart is our (one special thing you do).

# UNIQUE VALUE PROPOSITION

- 4 -

## *Client Experience*

*A* woman that I worked with, had a business that focused on personal coaching. She wanted her UVP to be something that wasn't represented in her testimonials.

She loved the idea of making her UVP all about seeing the fullest potential of people, and helping bring that potential out of her clients. This was a wonderful gift that she had, but it wasn't the one consistent thing that her clients kept mentioning.

All of her clients constantly mentioned that it was her compassionate style of coaching that really brought out the best in them. Her compassion was what made her clients feel safe and understood, which then became the foundation of their growth.

It took her a little while to let go of her attachment to "seeing someones fullest potential" as her main UVP content. Once she let that concept go, and embraced her compassion, she felt it was more authentic to her brand.

# UNIQUE VALUE PROPOSITION

- 5 -

## *Your UVP Statement*

---

---

Is it authentic?

Is it concise?

Is it clear?

Is it impactful?

- 5 -

# *Business Owner*

WHY YOU  
AS A BUSINESS OWNER,

ARE AN ASSET  
TO YOUR COMPANY.

PAPER SCRAPS

[WWW.PAPER-SCRAPS.COM](http://WWW.PAPER-SCRAPS.COM)

# BUSINESS OWNER PERSONA

- 1 -

## *Definition*

**T**he business owner persona statement defines why you are an important asset to your company.

This statement is especially beneficial for business owners whose identity is separate from their business. This is also helpful for artists that need to create a public persona or avatar.

The trick to creating a Business Owner Persona statement is understanding the difference between your full identity and your business identity. You are not creating a statement about “You” in your entirety. You can be many things, and you have many persona’s. You can be the family member, jokester, adventurer, boss etc. In this statement describe the one tiny part of you that is “the business owner”.

The same concept goes for those of you who are artists or life coaches, except you will be creating a personal brand (in other words, a brand where you are the face of your company). This statement is about defining your public identity, instead of your business owner persona. You will be creating a persona that represents the “public” you.

Understanding that there are separate identities for you and your business, is typically one of the most difficult concepts for people to grasp in branding.

The Business Owner Persona is about letting people know what makes you an important asset to your business.

If you're having a hard time with this idea, do not worry! Many people need to take extra time to get clear about what this means. Here are two examples: one of a business brand, and one of a personal brand. This should help you decide which type of brand you are developing.

### **1) Business Brand:**

CEO Jeffrey Yahmir owns the chain food stores "Sunset Pie's". Their brand is about brining sweets to families and ending every day on a smile. The logo of this company is a pie. Mr. Yahmir owns this chain, but the business is **not** about him. So he will write a "Business Owner Persona" statement to help define why he is an important asset to his company.

### **2) Personal Brand:**

John Hardey owns his own coaching company called "John Hardey". This business is all about his life and his teachings. His brand has a logo, but most people associate his business with his face. Mr. Hardey will create a "Public Avatar" instead of creating a "Business Owner Persona" statement.

# BUSINESS OWNER PERSONA

- 2 -

## *Exercise*

**T**here are two exercises below. Choose the one for your specific brand type.

- 1.** Is designed for a business brand
- 2.** Is designed for a personal brand

1)

Brainstorm some parts of your business owner identity that you believe help move your company forward.

Remember that you are trying to hone in on the business owner self, which is important to your business. When you are thinking of personality traits, make sure you are choosing things that relate to your business. For example: If you own a printing company, the fact that you are a great baker is not going to be an aspect of your business owner identity.

*Things that make me a great business owner*

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_

*The one thing that I do best*

\_\_\_\_\_



# BUSINESS OWNER PERSONA

- 3 -

## *Your Business Owner Persona*

---

- Is it authentic?
- Is it concise?
- Is it clear?
- Is it impactful?

- 6 -

# *Brand Identity*

THE ESSENCE  
OF YOUR COMPANY,

SUMMARIZED IN  
3 WORDS OR LESS.

PAPER SCRAPS

[WWW.PAPER-SCRAPS.COM](http://WWW.PAPER-SCRAPS.COM)

# BRAND IDENTITY

- 1 -

## *Definition*

**T**he brand identity is your business' true essence summarized in ideally three words or less.

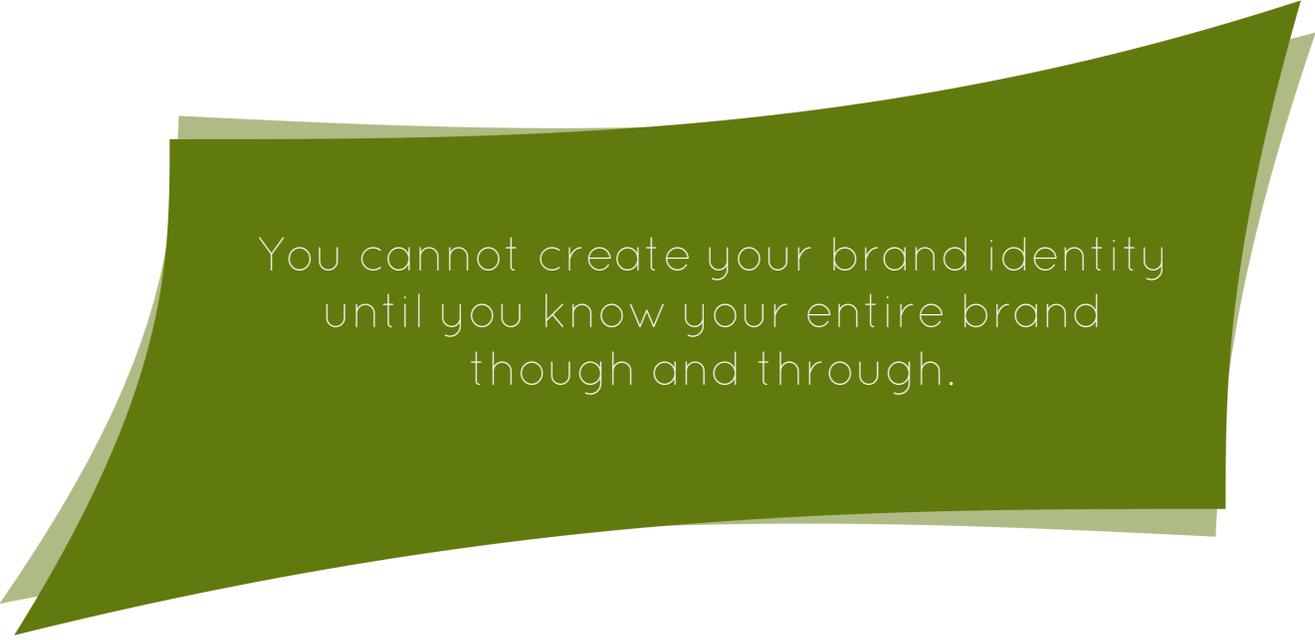
Think of it like a summary of all your other branding statements. We always do this statement last. It can be the most challenging, and cannot be accurately created without knowing your brand through and through. There is no exercise that can help you with this statement.

This is something that will happen very naturally, once you let your mind simmer with your statements. Make sure to be patient with yourself while you are going through this process.

**A**lmost all of my clients want to be able to come up with their brand identity right away, but very few do.

Most people need time to let it come to them. I always encourage my clients to simply read through their statements over the week and see if any words come up for them.

Typically by the end of the week they will come back with the words they were looking for, wondering why they were so obvious to them now.



You cannot create your brand identity  
until you know your entire brand  
through and through.

# BRAND IDENTITY

- 2 -

## *Your Brand Identity*

---

Is it authentic?

Is it concise?

Is it clear?

Is it impactful?



Branding  
IN THE  
Real World

PAPER SCRAPS

[WWW.PAPER-SCRAPS.COM](http://WWW.PAPER-SCRAPS.COM)

# BRANDING IN THE REAL WORLD

- 1 -

## Overview

Congratulations on completing all of your branding statements! Now you have this amazing information about yourself that you're ready to show to the world. So the question is, how exactly do you do that?

This is the most common question anyone has after finishing their branding statements. In this next section I am going to walk you through the basic steps of using your branding content in the real world.

# BRANDING IN THE REAL WORLD

- 2 -

## *Defining your ideal client*

**T**he first step to utilizing your brand in the real world is defining your target audience.

A lot of new business owners have difficulty defining their audience. The most common reaction I get is, “My products are for everyone!” This is very similar to the UVP statement. During that process you needed to choose one thing that you do exceptionally well, and market that. Instead of trying to show off countless things that you can do relatively well.

Why? Because it is far more effective to have a potent and exact focus instead of spreading yourself too thin and confusing your clients. The same goes for defining your target audience. The more clearly you can define your target audience, the more effective your message and products will become.

**T**he best way to define your target audience is by creating what is often referred to as an avatar, or ideal client persona.



You yield better results  
by having a potent focus,  
than by spreading yourself too thin.

Creating your ideal client is similar to inventing a character in a novel, you need to take all aspects of their personality into account. Examples of details to include would be age, gender, place of residence, etc. When you are creating, you start to envision your ideal client (remember to base this off of your products and/or business and not your own fabrications).

This avatar should be based on real information. If you offer a specific service, let's say designing high end female clothing. You would create an avatar of someone that you think would benefit from your product the most. In this example, your ideal client might be women from Beverly Hills over the age of 40.

**y**ou can narrow your ideal client down to a specific person. Otherwise you may only be able to define a general target audience, and that's fine too.

Everyone is at a different stage in their business development. Maybe you still need time to figure out exactly what type of person needs your products the most. Just keep in mind that you can always refine again, and again.



# BRANDING IN THE REAL WORLD

- 3 -

## *Effective Websites*

**W**ebsites are now one of the key factors in business today, and is naturally one of the top priorities of new business because of it.

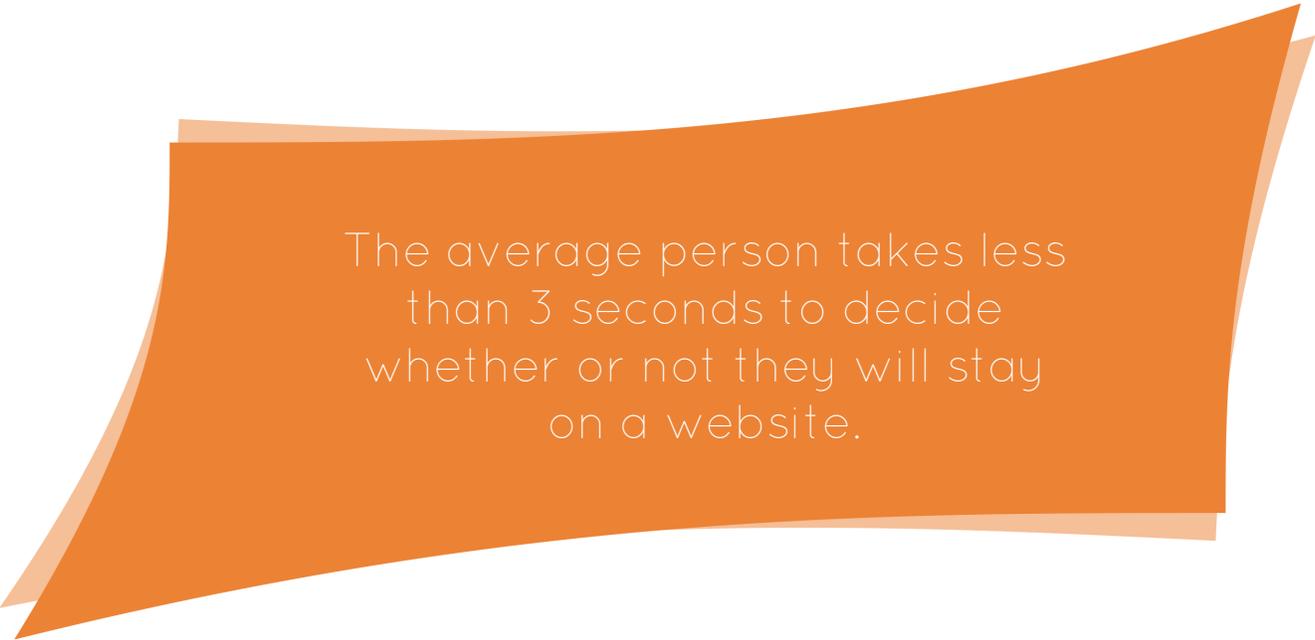
I see numerous ineffective websites. Unfortunately, many people who have this issue assume they need to redesign their website to make it a success. In most cases its not the design of the website, but the structure of it that deters people.

More often than not people will want to give potential clients as much details about their product as they can, as soon as possible. What happens as a result, is a home page that is covered in words that no one will even want to skim over. Which almost always guarantees more clicks on the close button, and a quickly deteriorating interest in whatever it is you're offering. The best way to avoid this is to understand how people view websites, and what they want to see.

What I teach my clients is “The Second-to-Second Mind Set”. This is a very simple principle that you should always take into account when you’re creating your website.

The average person takes less than three seconds to decide whether or not they will stay on a website. Even after someone has decided to stay on a certain web page, that individual will still only skim through your content. The odds of someone reading your content word for word is very unlikely.

So putting as much information on your homepage as possible, is not a good strategy to engage clients. What you want to do is create a visually inviting platform for people to visit; ideally featuring one sentence in your header that intrigues your viewers and gives them an understanding of your business. This is where your branding statements come in handy. Many of my clients use one of their favorite branding statements as their first sentence in the header of their website.



The average person takes less than 3 seconds to decide whether or not they will stay on a website.

**R**emember that the second-to-second mindset does not end once someone decides to stay on your website.

You need to create your whole website around the concept that people want to skim, and understand things quickly yet clearly. The way you do this is by giving people quick glances at what you offer, then inviting them to click on whatever it is that interests them. By the time someone does get to the details of your product, they are interested and committed to it, instead of feeling like they're being attacked with information.

# BRANDING IN THE REAL WORLD

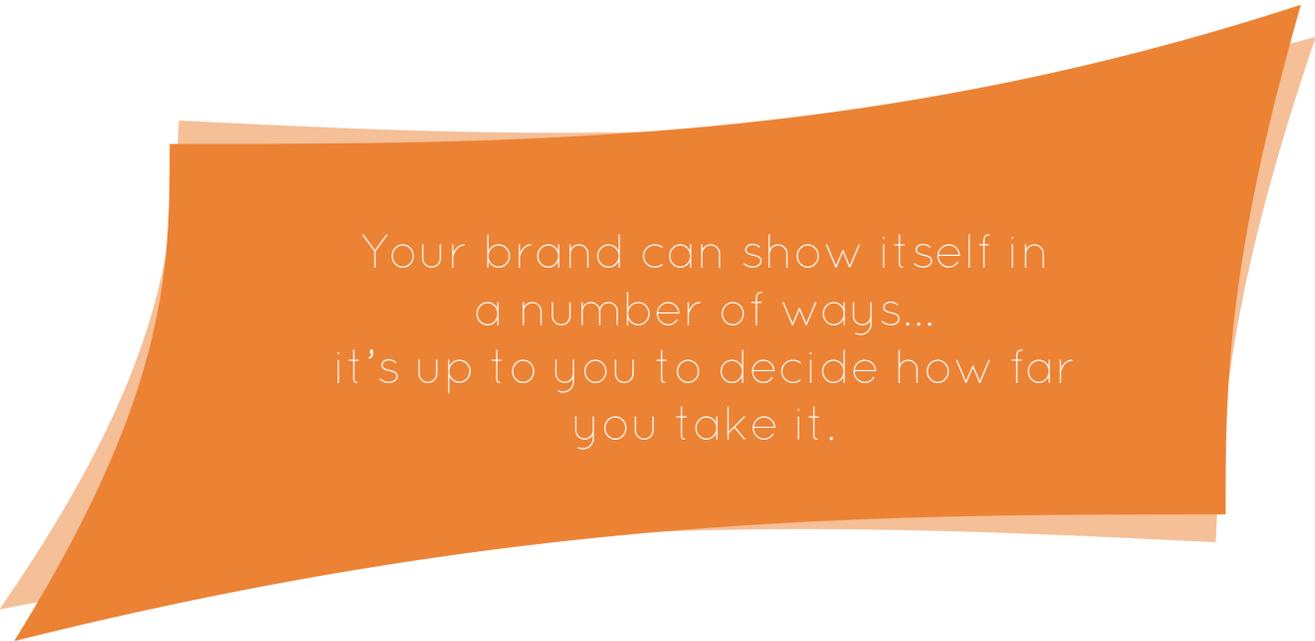
- 4 -

## *Reflecting your brand*

*A*s I mentioned in the beginning of this book, branding does not stop at the content we create together, it is merely the starting point.

Now that you are finished with this workbook, you have learned how to define the true identity of your business. Now you can take that identity and show it to the world in all facets of your business. Just like any individual, we do not solely express our identities through speech, but also through: our clothing, the way we hold ourselves, our actions, and a number of other things.

When you think about it, we express our identities in every single thing we do. The same concept is applicable to your brand identity. Your brand can show itself in a number of different ways: every color and font type you choose for your designs, every employee you hire, the way you talk to your clients, the quality of your products...It's up to you to decide how far you take it.

A large, wavy, orange graphic element that serves as a background for the text. It has a layered, slightly offset appearance, giving it a sense of depth and movement. The shape is roughly rectangular but with curved, wavy edges, resembling a piece of paper or a banner that has been slightly distorted.

Your brand can show itself in  
a number of ways...  
it's up to you to decide how far  
you take it.



*H*i there! I'm Mia, the founder of Paper Scraps and the author of this book. I hope you enjoyed it and found it helpful in your own branding journey.

I founded Paper Scraps to give business owners an opportunity to learn about creating intentional and impactful businesses. I hope you now have the tools you need to go out into the world and let your value shine!

*Want more?*

Visit my website to find out more about my services

[www.paper-scraps.com](http://www.paper-scraps.com)