



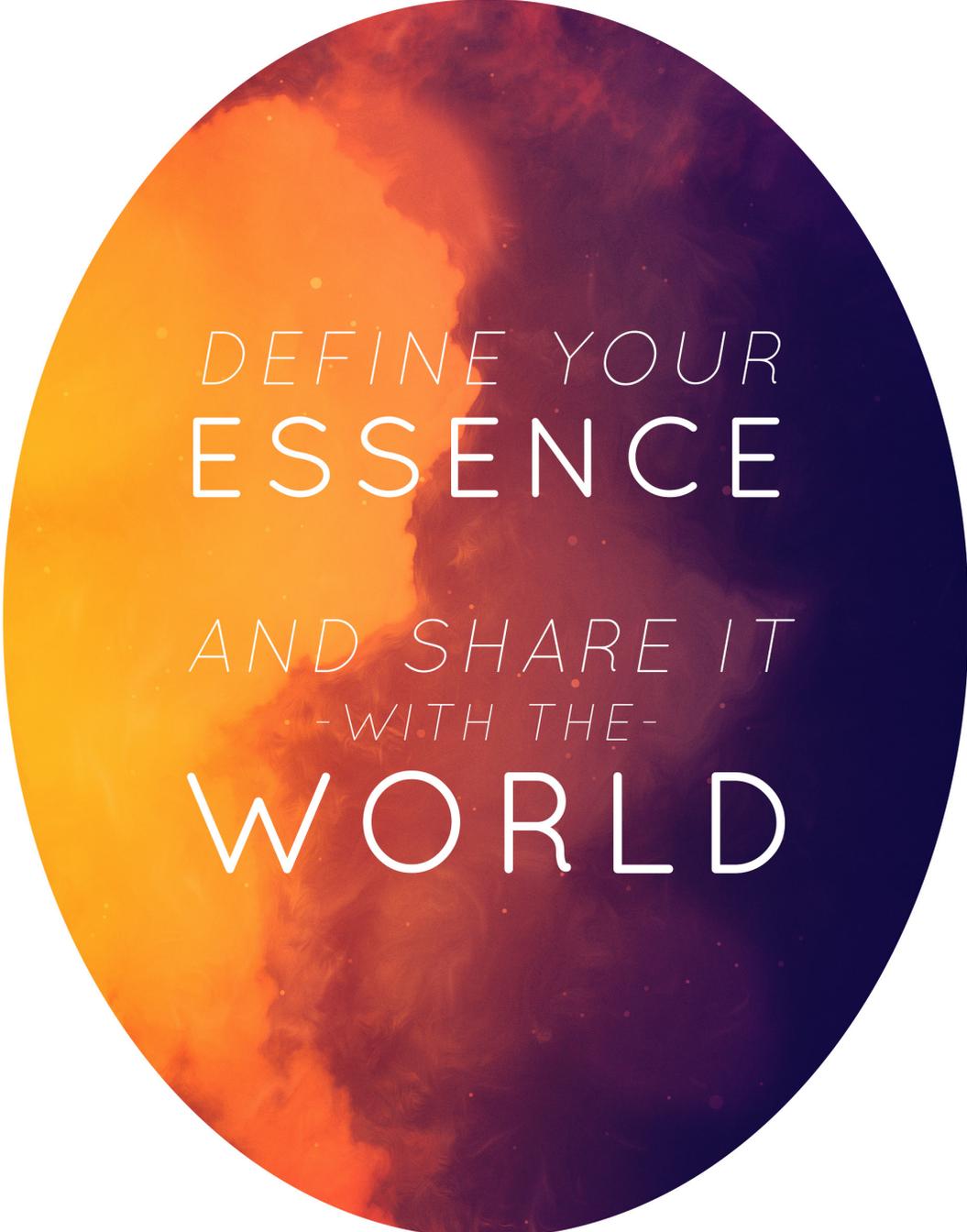
the
DIY

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DEFINE YOUR
ESSENCE

AND SHARE IT
-WITH THE-

WORLD

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INTRODUCTION

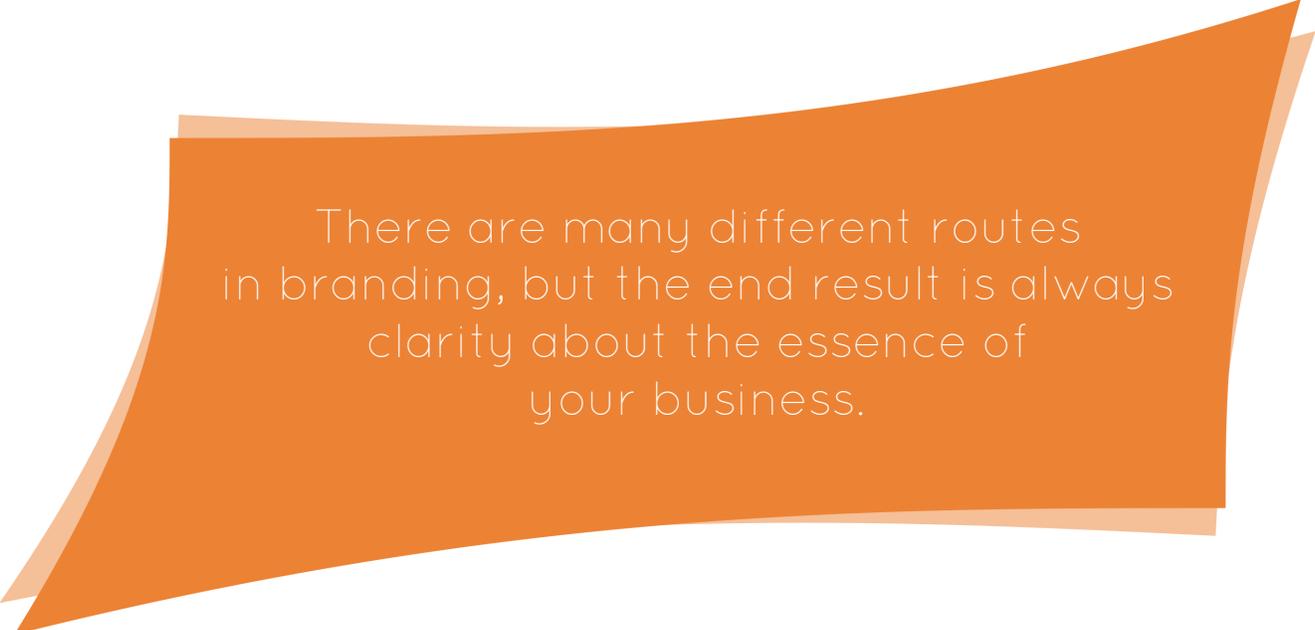
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What is branding?

Very few new business owners actually understand what branding really is. 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. But 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 people underestimate what it means to define the essence of something. But this is in fact one of the most essential aspects of success in business. Imagine some was able to completely understand everything your business stood for, worked for, created, offered, envisioned for them and wanted in return...in seconds. That person would understand not only the facts about your business, but the emotion behind your story. Imagine that person not only understood all of your authentic true self, but was actually moved by it. That is the power of branding. That is what you will learn to harness and infuse into your business presence in this book.



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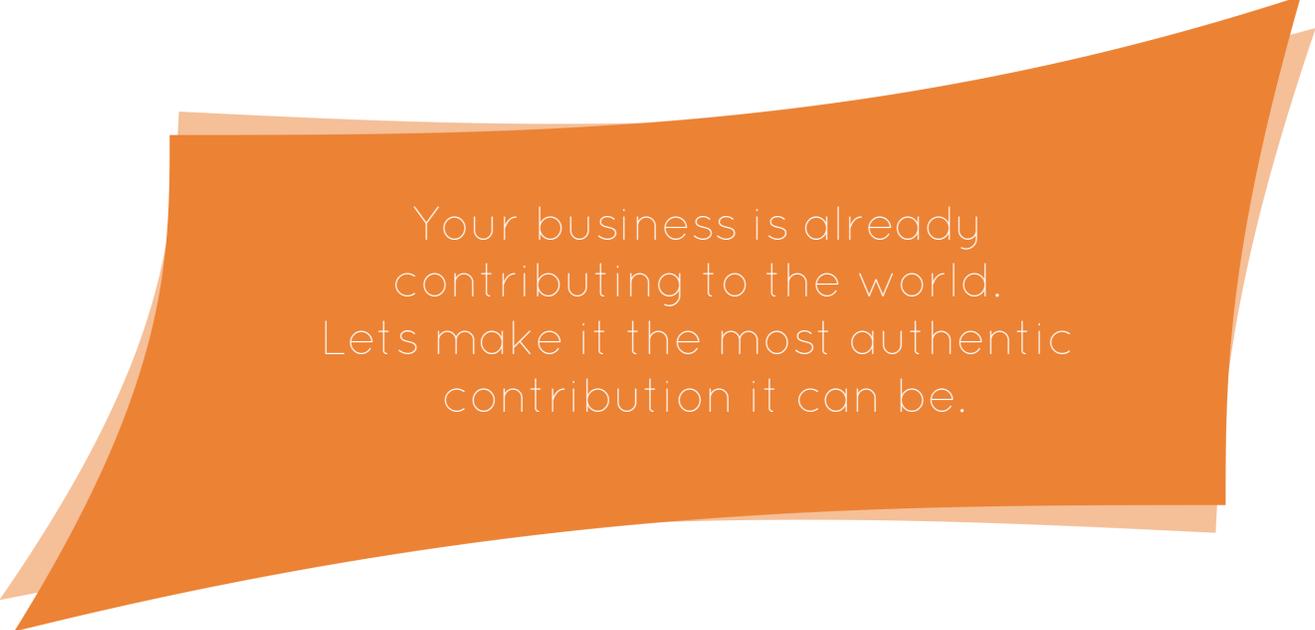
Your brand, whether it be the brand of your self or your business, is an identity. Going through this branding process will give you the tools to form this identity and authentically voice it to the world. The growth that can come from creating your brand is enormous. It helps you gain clarity about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

A clear brand gives you a deep internal compass helping you define your next steps for your business, your quality of product, where you go, who you do it with and much more.

Additionally to that, 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 its ever expanding and can go as far as you are willing to take it. Together we will form the content of your brand. But what you do with it after that is up to you. Typically after creating the content of a brand, people will continue to develop the visual aspect of their brand in the form of a logo, website or business card. But you can take it even further than that.

you can infuse your brand in every word you write, in every call you make, in every space you open to the public. You can make your business a one of a kind experience for someone, if you so choose.

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



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

Here at Paper Scraps we fashion our branding process around the 6 key branding statements. These statements are created to help you hone in on very specific aspects of your business. I've listed them on the next pages.

In the full version of this book, the 6 branding statements are not thoroughly explained until the third chapter. But I thought it would be more beneficial for you to see them now so you can get a better idea of what the rest of this book can offer you.

- 1 -

Vision

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

- 2 -

Mission

HOW YOU PLAN ON ACHIEVING,
THE VISION YOU'VE CREATED.

- 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.



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