



streetstudio

CREATIVE MEETS RESULTS

*Brand Bootcamp 101
Guide + Workbook*

BUSINESS +
STRATEGIC GOALS



*Your brand is not what you say
it is. It's what they say it is.*

MARTY NEUMEIER

identify your ideal client

EX: STREET STUDIO SERVES NEW AND MID-SIZE BUSINESS OR COMPANIES READY TO SCALE. OUR DELIVERABLES GIVE THEM A CREATIVE EDGE AND STRATEGIC ROADMAP WHILE SETTING THEM APART, TO ATTRACT AND ENGAGE WITH THEIR IDEAL TARGET MARKET.

who DO YOU WANT TO WORK WITH?

which INDUSTRY OR INDUSTRIES ARE YOU PREPARED TO SERVE?

who IS YOUR IDEAL CUSTOMER, WHO NEEDS YOUR PRODUCT OR SERVICES? CHOOSE 1-3 ONLY



mission statement

DEFINE YOUR BRAND

who DO YOU SERVE?

what DO YOU OFFER?

why DOES YOUR BUSINESS EXIST?



what are your values?

DEFINE YOUR BRAND

brandstorm KEY WORDS THAT DESCRIBE THE VALUES OF YOUR BUSINESS

refine & focus LIMIT THE LIST TO 5 WORDS

define core values CREATE A BRAND STATEMENT WITH 3 KEY WORDS



become the one-and-only

SEPARATE YOUR BRAND FROM YOUR COMPETITION

differentiator WHAT IS YOUR 'X-FACTOR'? WHY YOU ARE DIFFERENT?

what problems DO YOU UNIQUELY SOLVE?

niche down HOW ARE YOU THE GO-TO EXPERT & LEADER IN YOUR MARKET?



build your brand experience

FOUNDATIONAL ELEMENTS THAT BUILD A COHESIVE AND ELEVATED BRAND

- ✓ LOGO IDENTITY SYSTEM
- ✓ BRAND STYLE GUIDE: FONTS, COLORS, USAGE
- ✓ CLEAR BRAND MESSAGING + POSITIONING
- ✓ BRAND VALUES: YOUR WHO-WHAT-WHY
- ✓ PROFESSIONAL WEBSITE
- ✓ BRANDED SOCIAL MEDIA TEMPLATES
- ✓ CRM SYSTEM (LEADS + CLIENTS, CONTACTS)
- ✓ E-COMMERCE PLATFORM (IF APPLIES)
- ✓ EMAIL MARKETING STRATEGY

INVESTING IN TOOLS THAT ELEVATE YOUR BRAND IS CRUCIAL BECAUSE IT:

1. Increases value and establishes trust with customers.
2. Provides a distinctive and memorable customer experience.
3. Ensures consistency and cohesiveness in all media.
4. Sets you apart from competitors.
5. Facilitates growth and scalability by establishing systems.

Want more insight & guidance to take your brand to the next level?



SCHEDULE A 15-MINUTE TEAM CALL WITH STREET STUDIO AND LET'S COLLABORATE!

CONTACT

HELLO@STREETSTUDIOCREATIVE.COM

VISIT

STREETSTUDIOCREATIVE.COM

