



Building Your Brand

5 Ws and an H

Welcome to the magic of building your brand. For this exercise, find uninterrupted time and a contemplative location. Open your mind to creative thinking. Most of all, dream big!

The following questions will help you see your business and what you want it to be. Answer these questions, add more of your own, and build the foundation of your brand.

What's Branding?

Branding is the act of defining who you are. Your brand is the image associated with your business; from your logo, to the quality of your produce, to the welcoming beauty of your farm, to the friendly smile on your face.

Your first step in successful marketing!

Building your brand sooner rather than later saves you time and money. It helps you better understand your business.

Your visual presence

Your brand will determine your visual presence; your logo, website, food stand, signage, packaging, maybe even the color of your barn.

Consistency is key!

When it comes to branding, consistency establishes credibility.

Questions?

Call or email anytime. It's what I do!
— Diahann Lohr

1. Who are you and what do you do?

2. How do you do what you do?

3. Why do you do what you do? What is your passion?

4. How is your business unique, what sets you apart?

100-Word Brainstorm!

Off the top of your head, list single words that relate to your business. Think creatively—nouns, adjectives, adverbs. These words will define your brand. Who knows, they may even help name your business!

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5. Where is your business located? How is this unique?

6. What is your style? Your personality?

7. For what do you want to be known?

8. Who are your profitable customers? What defines them?

9. Where are your customers located?

10. Why do customers seek your product?

11. When are your customers motivated to buy?

12. How do you want customers to feel when thinking of your business? View your website? Your logo?

13. Where/when/how do you sell your product? Better said, where/when/how does your customer buy your product?

14. How do you market (promote) your business?

15. Who are your competitors? How do they compare? Strengths? Weaknesses?

16. What are four things your business is? Single words.

17. What are four things your business is not? Single words.

100-Word Brainstorm!

Need help? List personality traits, product characteristics, location, style, human senses, emotions, goals, heritage, history, values, colors, animals, plants, seasons, and so much more!

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18. What are the greatest challenges for your business?

19. Where do you see yourself in five years?

20. What are your wildest dreams for your business?

Branding Checklist

Establishing a brand takes time and effort. Here is a checklist for sustaining your brand through all areas of your business. Remember, consistency is key!

- Name
- Visual identity (logo, signage, market stand, etc.)
- Packaging
- Sense of place for your farm
- Website (appearance and tone)
- Social media (appearance and tone)
- Customer service
- Values and attitudes

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100-Word Brainstorm!

It's time to get out that thesaurus! List artistic synonyms for words you've already used. Be poetic.

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