**WELCOME TO THE FEARLESS STARTUP KIT!**

This kit is based on our proprietary Brand Development Program that we take our clients through to either create or reinvigorate their own brands. This process will help you refine your brand essence, identify your brand positioning, and discover new value you can add to your industry.

All the information gathered and cultivated during the Brand Development Program will inform any future communication strategy and ensure that all your brand messages will remain consistent and enduring.

Before you get started, it is worth noting that you will need, at the very minimum, 1 hour to finish the first draft of your Brand Development Notes.

**So without further ado, let’s get started!**

**CONTENTS**

**About Brand Essence**………..……......……………………………………………………………………….3

Your Brand Essence Notes……………………………………………………………………………………5

Your Brand Essence Wheel…………………………………………………………………………………..8

**About Brand Positioning**……………………………………………………………………………………..9

Your Brand Positioning Notes………………………………………………………………………………11

Your Brand Positioning Map………………………………………………………………………………..14

**About Value Innovation**………………………………………………………………….………………….16

Your Value Innovation Chart……………………………………………………………………………….17

**The Fearless Startup Offer**…………………………………………………………..…………………….18

**About Brand Essence**

What is a “brand essence”?

* A statement or set of words that captures the essence of our brand
* It is unique to your brand and differentiates you
* Sits at the core of every internal and external brand communication

The brand essence is not…

* An advertising slogan or tagline (necessarily)
* Short term
* Just about advertising – it can also be reflected in:
  + PR/media profile
  + Logo
  + Stationery
  + Signage
  + Etc

Why is it important to define our brand's essence?

* Allows you to filter through the unique aspects of your brand, hone in on the characteristics that differentiate you from the other brands that operate in your market and find the factors that will resonate with people in order to maximise your success
* Ensures every marketing dollar you spend is part of a co-ordinated plan
* Galvanises your organisation by clearly stating what it stands for

What marks a successful brand essence?

* Inextricably true
* Evocative, emotional and inspiring
* Has clarity
* Demonstrates pride
* Makes a promise

How do we arrive at the brand essence?

* Brainstorm facts and feelings
* Identify and discuss themes
* Draft the brand essence statement

Who is involved in the brand essence workshop and what are their roles?

Internal Stakeholders: Provides the fundamental information required to form the basis of the brand essence. A range of people from different areas within the organisation is involved to provide a range of perspectives.

External Eyes: Facilitate the flow of information, identify compelling themes and provide an outside perspective

The brand essence structure:

1. Attributes: Functions of the brand; what the brand does; how it works
2. Personality: How the brand is perceived; its image; what its like
3. Authority: The leveragable substance of the brand; its credibility

Brand essence: The statement or words that best represents the findings

Should the brand essence statement reflect where you are now or provide the framework for the kind of brand we'd like to be?

* The brand essence is aspirational; something to live up to and constantly meet
* But it must be rooted in reality
* The best brand essence examples are timeless, aspirational and achievable

**Now, let’s get into it!**

**(YOUR BRAND NAME)**

**BRAND ESSENCE NOTES**

**Attributes**

Fill the spaces below with details of what exactly your brand does. Include both functional attributes: “provide a specific service”, as well as emotional attributes: “give customers peace of mind”.

* *Example attribute: provides free financial advice to uni students*

**Attributes Statement**Write down a statement below that encompasses the most important brand attributes above.

* *Example statement: Financially Educating the Future*

**Source of Authority**

Fill the spaces below with your brand’s credentials. Remember, while experience is important, it’s not always just about a brand’s years of tenure.

* *Example source of authority: deep roots within the university community*

**Source of Authority Statement**

Write down a statement below that encompasses your most impressive credentials.

* *Example statement: Financial Advice for students by alumni*

**Personality**

Fill the spaces below with traits that illustrate the personality and vibe of your brand.

* *Example personality: Friendly*

**Brand Archetypes**

Fill the spaces below with Brand Archetypes that resonate with yours. (Find our Brand Archetype cards [here](https://www.dropbox.com/s/qsfxsqam02p1plb/Brand%20Archetype%20Cards%20A5.pdf?dl=0))

* *Example archetype: Sage – wise, insightful, mentoring*

**Personality Statement**

Fill the space below with the top three brand archetypes that resonate with yours.

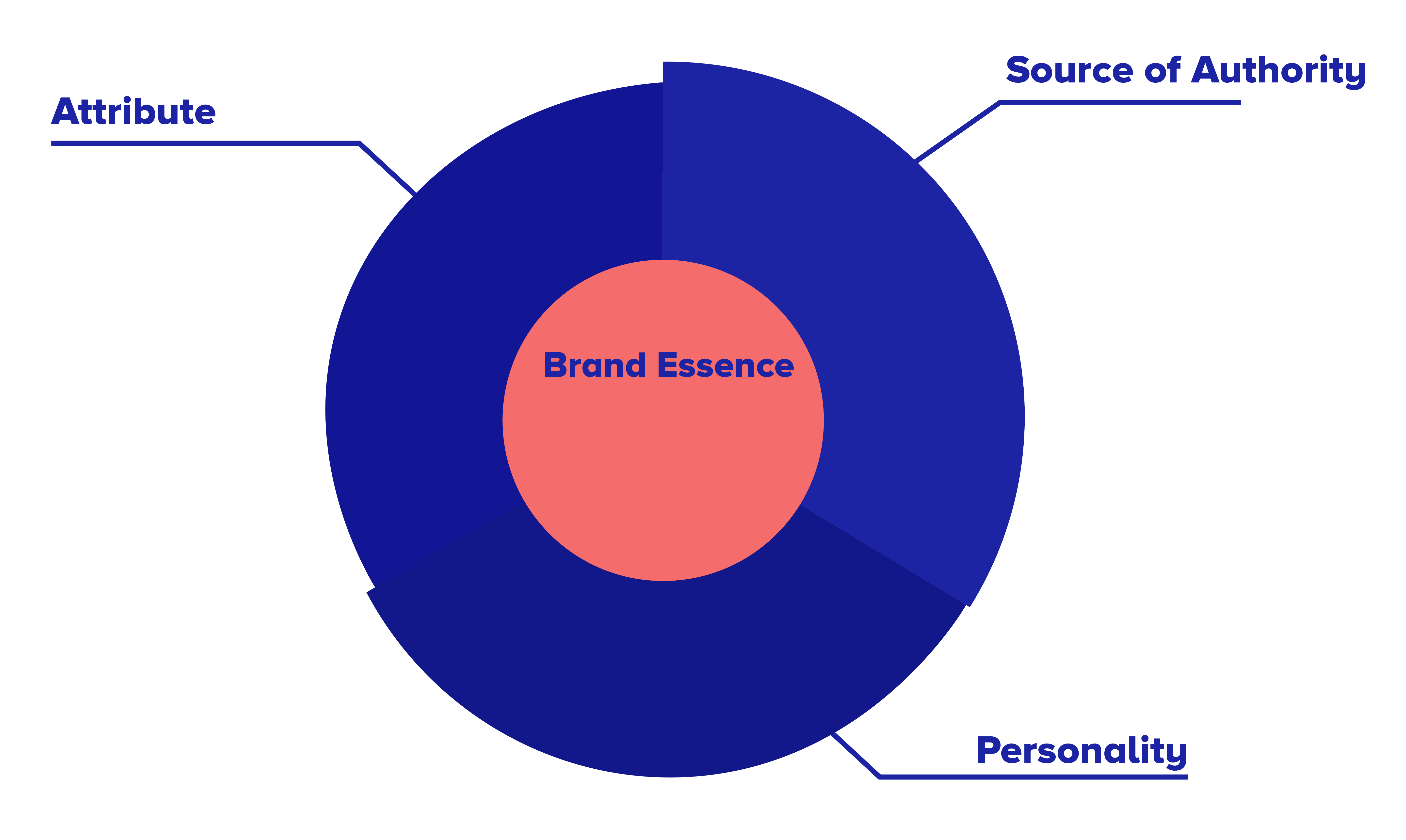
* *Example statement: Sage, Friend, Rebel*

**Brand Essence Statement**  
  
Write a simple statement that encompasses the above attributes, source of authority, and personality.

* *Example statement: Future Friendly Financials*

**Your Brand Essence Wheel**

Fill the Brand Essence Wheel below with the Attributes Statement, Source of Authority Statement, Personality Statement, and Brand Essence statement from your Brand Essence Notes.

**

**Brand Personality**

**Statement here**

**Brand Essence Statement here**

**Brand Attributes Statement here**

**S.O.A.**

**Statement**

**here**

**About Brand Positioning**

What is “brand positioning”?

* A process that helps us find our own niche in the market and ensures that we are differentiated from competitors
* Demonstrates where we sit in the minds of our target market relative to our competitors through the use of visual mapping tools

Why is it important to define our position?

* Helps us understand if we have a differentiated point in the marketplace
* Allows to identify unfulfilled needs amongst our targets
* Makes us think hard about our target market and competitors

How does it differ from brand essence?

* Brand essence is a description of ourselves while our positioning shows us where we fit into the world
* Therefore, brand essence is inward-looking; positioning is outward-looking
* Whereas developing a brand essence statement is largely conceptual, positioning is a more mechanical process

How do we arrive at a positioning?

1. Competitive audit: understand our competitors
   1. ★ Attributes, strengths and weaknesses
   2. ★ Scope of service delivery
   3. ★ Tone of communications/advertising
   4. ★ Similarities and differences to us
2. Identify our target audience(s)
3. Work out the key parameters to success in our sphere
4. Use brand mapping to visually demonstrate our position
5. Use the positioning statement tool to succinctly describe our positioning

Who is involved in the positioning workshop and what are their roles?

Internal Stakeholders: Provides competitive and target market information. Help us to understand the market dynamics through mixture of research and experience

External Eyes: Facilitate the flow of information, identify compelling themes and provide an outside perspective

What will we have at the end of the day?

★ Positioning statement

★ Positioning map

★ A better understanding of our:

‣ Competitors

‣ Place in the market

‣ Target audience (s)

★ Information that will inform the communications strategy

**Now, let’s get into it!**

**(YOUR BRAND NAME)**

**BRAND POSITIONING NOTES**

**Target Audience Insights**

Fill the spaces below with at least five key insights of your target audience. Who are they? What do they do? What do they want? What makes them tick and what ticks them off?

* *Example target audience insight: Uni students wary of loans*

**Competition**

Fill the spaces below with a few of your top competitors. These could be companies/people that provide the exact same product/service as you or companies/people that provide similar products/services.

* *Example competitor: Student Loans R Us*

Use this page to do a deep dive into your individual competitors. Print out or duplicate this page for each one of the competitors you have listed above.

**(COMPETITOR NAME)**

**Strengths**

Fill the spaces below with the components of your competitor’s business that you admire.

* *Example strength: Good marketing*

**Weaknesses**

Fill the spaces below with the components of your competitor’s business that they do not do well (preferably, components that you do better).

* *Example weakness: Not serious enough*

**Similarities**

Fill the spaces below with components that you and your competitor have in common.

* *Example similarities: Simple loan repayment calculator*

**Differences**

Fill the spaces below with components of your competitor’s business that differs from yours.

* *Example differences: Hidden management costs*

**Tone**

Fill the spaces below with your competitor’s perceive tone of voice and manner of speaking.

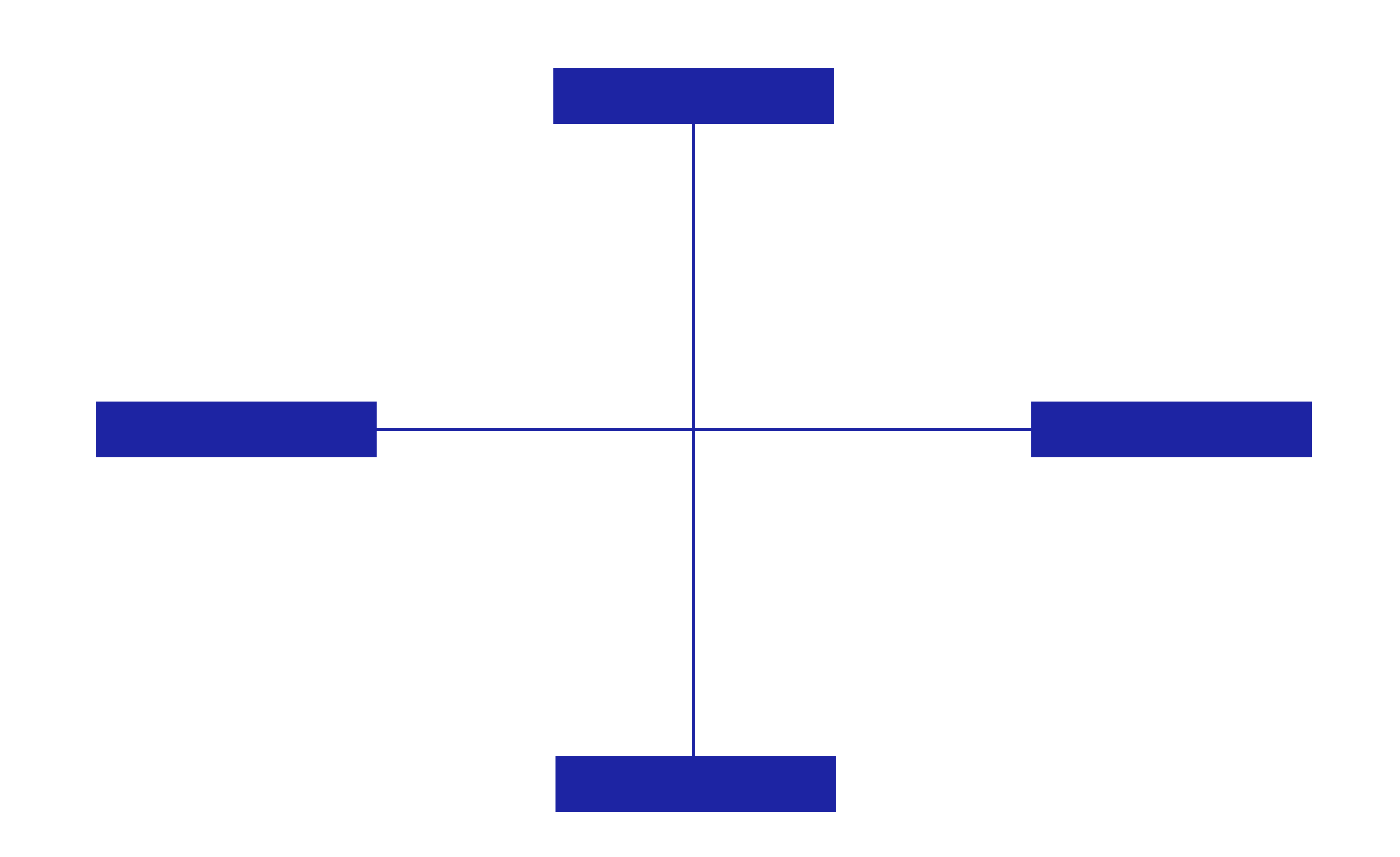
* *Example tone: Irreverent*

**Your Brand Positioning Map**

First, fill in the Brand Positioning Map below with the parameters for success in your marketplace. Then map where you see your company versus where your competitors lie on the Positioning Map.

Parameters for success across any axis usually requires either end to be opposites. For examples Axis X would be Evergreen vs. Disposable, while Axis Y would be Handcrafted vs. Mass Produced.

The individual parameters are dependent on the parameters for success in your industry.

**

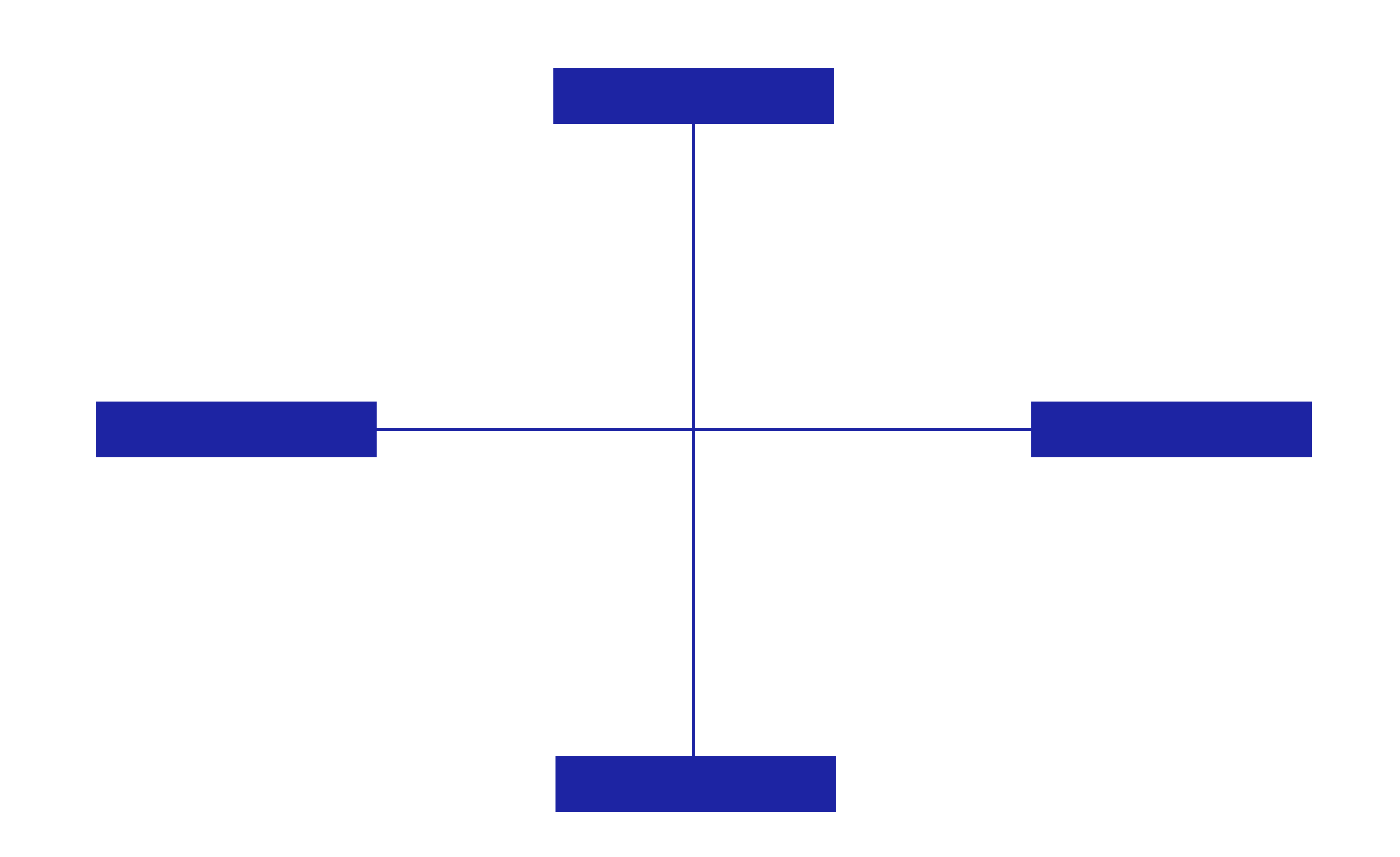
**Axis X**

**Axis Y**

**Axis Y**

**Axis X**

**Need more help on Positioning Maps? Here’s an example:**

**

**Ripcurl**

**O’neil**

**Billabong**

**Patagonia**

**Profit Focused**

**Cause Focused**

**Man Made Products**

**Organic Products**

**Brand Positioning Statement**

**Axis Y – Parameter 2**

Write down a simple statement that highlights your position on the above Brand Positioning Map. This statement will be your differentiator; it will help you highlight what makes you stand out from the crowd.

* *Example statement: (Brand Name) is known for x because of y.*

**About Value Innovation**

Value Innovation defies competition based strategy. It seeks to create a sustainable point of difference, driving the brand into new uncontested market spaces by creating buyer value that has never been offered before.

To create a new value curve, brands must ask themselves the following questions:

* What factors does the industry take for granted that should be eliminated?
* What factors could be reduced well below industry standard?
* What factors in the current landscape need to be raised above industry standard?
* What factors could be created that the industry has never offered before?

**Your Value Innovation Chart**

The Value Innovation Chart is a tool that allows you to identify factors in the industry that are yet to be created, that need to be raised above standard, that need to be reduced below standard, and that need to be eliminated altogether. Fill the Value Innovation Chart below to identify your business’ value innovation; the new things you’re bringing into the industry that is an amalgamation of the factors stated above. This will make the competitors in your space irrelevant as you move into and dominate previously uncharted territory.

Your created

factors here.

Your raised

factors here.

Your reduced factors here.

Your eliminated factors here.

**YOUR NEW VALUE HERE**

**RAISE**

**CREATE**

**REDUCE**

**ELIMINATE**

**THE FEARLESS STARTUP OFFER!**

It can be quite daunting going through a Brand Development process alone. That’s why we offer an abridged version of our famous Fearless Brand Development Program suited to the time and budget constraints of small businesses and startups.

During the Fearless Startup Brand Workshop, we will take you through the usual components of a Fearless Brand Development Program in 1 condensed in-person session lasting 3 hours. In this workshop, we will uncover your Brand’s Essence, refine your Brand’s Positioning and dive into your Brand’s Value Innovation.

While it is valuable to go through the process and fill out the above document with your brand’s most important stakeholders, it is highly recommended that you book in a workshop with us here at Fearless as well. This is so we can keep you accountable for your claims and also offer fresh eyes and a new perspective for your brand.

**We are offering this workshop to small businesses and startups for only $3,000. So to book a workshop or for more information, give us a call at**

**03 8560 3133 or email Peter Sandor at** [**peter.sandor@fearless.com.au**](mailto:peter.sandor@fearless.com.au)

**ALTERNATIVELY…**

If you’ve filled out the entire document to the best of your ability and want our help to push it just that little bit further, we can do that too!

**Just send a copy of your completed Startup Kit to Peter Sandor at** [**peter.sandor@fearless.com.au**](mailto:peter.sandor@fearless.com.au) **with the subject line “Startup Kit SOS” and we will set up a 1 hour in-person session for only $1,500 to go through your answers with you.**