

BRAND DISCOVERY MATRIX

Branding is part science, part art. The questions and responses from your branding questions will give you the process to uncover the important information you need. How you process or manipulate these into ideas, words, phrases, content and call-to-actions is the art. Find a quiet place or wherever you do your best and most creative thinking.

KEY WORDS

Pull key words from your branding questions responses, brainstorm synonyms and list all of your ideas here. Don't judge yet, just brainstorm.

KEY PHRASES

Combine the best and most interesting words from the 'key word' column and begin to find phrases that are either descriptive of your service/offering or intrigue your audience to want to learn more. Don't judge here either. The obscure can sometimes be enlightening.

KEY CONCEPTS/CONTENT

List the types opportunities to 'brand' other important ideas, programs, processes or content in your practice. This might include your planning process, your written plan, a paper or blog, or even an investment philosophy.

CALL-TO-ACTIONS

You should have identified types of content that will help you prove your brand. Make sure your best content has clear call-to-actions. Tier these offers so that they escalate in engagement. Your most obvious call-to-action should be a small commitment that really gets people thinking and makes a good first impression.



THE CHOSEN THREE:

Take your three best ideas and write them here. Consider 'why' each is important. Use the validity test below for further validation.

KEY WORDS & TAGLINE	KEY PHRASES	KEY CONCEPTS & CONTENT	CALL-TO-ACTIONS

VALIDITY TEST: IS IT?

It's important to validate your work above. If it doesn't pass the validity test it's likely not good enough for your ultimate brand, the validity test will really challenge you to deliver a compelling brand that's built to perform.

- Clear and Simple
- Relevant
- Memorable
- Differentiating
- Easy to Communicate
- Flexible/Portable
Could be used by another person or company if you sold.
- Believable
- Persuasive
- Descriptive or Intriguing