

Brand Strategy Template

Brand Narrative

Before State	After State
Have:	Have:
Feel:	Feel:
Average Day:	Average Day:
Status:	Status:

Value Proposition Map

Wants:	Feels:	Needs:	Fears:
Benefits:	Results:	Features:	Answers:

Buyer Journey Map

Awareness	Interest	Desire	Consideration	Decision
How will we attract our target customer for the first time?	What will our ideal customer find irresistibly helpful or interesting?	How can we most effectively attract our ideal customers to us?	How can we help our ideal customers understand the value of our offer?	What call to action will entice our target customer to raise their hand?

Brand Persona

		SECONDARY ADVANTAGE						
		PASSION You connect with emotion	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	PRESTIGE You earn respect with higher standards	POWER You lead with command	ALERT You prevent problems with care	INNOVATION You change the game with creativity
PRIMARY ADVANTAGE	PASSION You connect with emotion	THE DRAMA Theatrical • Emotive Sensitive	THE BELOVED Nurturing • Loyal Sincere	THE INTRIGUE Discerning • Perceptive Considerate	THE TALENT Expressive • Stylish Emotionally-Intelligent	THE PEOPLE'S CHAMPION Dynamic • Inclusive Engaging	THE ORCHESTRATOR Attentive • Dedicated Efficient	THE CATALYST Out-of-the-Box • Energizing Social
	TRUST You build loyalty with consistency	THE AUTHENTIC Appropriate • Dependable Trustworthy	THE OLD GUARD Predictable • Safe Unmovable	THE ANCHOR Protective • Purposeful Analytical	THE DIPLOMAT Levelheaded • Subtle Capable	THE GRAVITAS Dignified • Stable Hardworking	THE GOOD CITIZEN Principled • Prepared Conscientious	THE EVOLUTIONARY Curious • Adaptable Open-Minded
	MYSTIQUE You communicate with substance	THE SUBTLE TOUCH Tactful • Self-Sufficient Mindful	THE WISE OWL Observant • Assured Unruffled	THE DEADBOLT Unemotional • Introverted Concentrated	THE ROYAL GUARD Elegant • Astute Discreet	THE VEILED STRENGTH Realistic • Intentional To-the-Point	THE ARCHER On-Target • Reasoned Pragmatic	THE SECRET WEAPON Nimble • Unassuming Independent
	PRESTIGE You earn respect with higher standards	THE CONNOISSEUR Insightful • Distinguished In-the-Know	THE BLUE CHIP Classic • Established Best-In-Class	THE ARCHITECT Skillful • Restrained Polished	THE IMPERIAL Arrogant • Cold Superior	THE VICTOR Respected • Competitive Results-Oriented	THE SCHOLAR Intellectual • Disciplined Systematic	THE AVANT-GARDE Original • Enterprising Forward-Thinking
	POWER You lead with command	THE RINGLEADER Motivating • Spirited Compelling	THE GUARDIAN Prominent • Genuine Sure-Footed	THE MASTERMIND Methodical • Intense Self-Reliant	THE MAESTRO Ambitious • Focused Confident	THE AGGRESSOR Dominant • Overbearing Dogmatic	THE DEFENDER Proactive • Cautionary Strong-Willed	THE CHANGE AGENT Inventive • Untraditional Self-Propelled
	ALERT You prevent problems with care	THE COORDINATOR Constructive • Organized Practical	THE MEDIATOR Steadfast • Composed Structured	THE DETECTIVE Clear-Cut • Accurate Metabolous	THE EDITOR-IN-CHIEF Productive • Skilled Detailed	THE ACE Decisive • Tireless Forthright	THE CONTROL FREAK Compulsive • Driven Exacting	THE COMPOSER Strategic • Fine-Tuned Judicious
	INNOVATION You change the game with creativity	THE ROCKSTAR Bold • Artistic Unorthodox	THE ARTISAN Deliberate • Thoughtful Flexible	THE PROVOCATEUR Clever • Adaptable Contemporary	THE TRENDSETTER Cutting-Edge • Elite Imaginative	THE MAVERICK LEADER Pioneering • Irreverent Entrepreneurial	THE QUICK-START Prolific • Thorough Diligent	THE ANARCHY Volatile • Startling Chaotic

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