BRAND MAD LIBS

WHAT ARE MAD LIBS

Know exactly who or what your brand is, who they cater to, what they're like, who likes them, who their competitors are and even go on to know exactly what your mission is.

Find all that out by filling in the blanks, using these brand 'mad libs'.

'Brand Libs' work too.

We are a **[serve X purpose]** for **[target user]** that provides/does for **[product or service]** because **[why you exist]**.

Sometimes knowing what your
brand is not, tremendously helps in
understanding your brand way more.

Company/brand is
[characteristic 1] + **[characteristic 2]**
but never **[characteristic 3]**.

For example,
"My company is **vibrant** + **authentic**
but never **disorganized.**"

My company's/brand's mission is to
[serve X purpose] for **[target user]**
through **[good/service]**.

For example,
"My company's mission is to
inspire personal growth in
soulful creatives through
fun and affordable classes."

[My brand] is the only
[noun, competitive category] that provides
[plural noun, your target audience] with
[plural noun, emotional benefit]
by/through/with
[adjective, your unique differentiator].

DEFINITIONS

Target: The actionable universe of buyers.

Segment: The key, predisposing attribute. Within the target audience there's a segment of people with a specific attribute that makes your product or service appealing.

Brand: The name of your entity and what they are.

Category: A competitive frame for the buyer. Think about who you are competing against, and then separate yourself from them. Distinction: What makes you unique, setting you apart from the competition.

Proof: A perceived evidence of truth to back up your distinction.

THANK YOU

SMALL
HYPE