

Voice

In addition to visual elements like typography, layout and color, how you describe Foodie Fun Cooking Classes and how you talk with your prospects enhances (or detracts from your brand).

Word cloud

Below is a word-cloud of the words you write in your branding compass workbook. The larger the word the more frequently it appeared in your answers.



Are you emphasizing the right words when you talk about your company ?

Compare your word cloud with your product market fit (see below)

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Using your brand's voice

Fun is a great attribute to use as you develop the voice for your brand. Your voice means how you speak or write as well as your in-person customer service. Being fun can be overt as cracking a joke, or just ensuring that we aren't taking things too seriously.

To speak and write using a modern voice. considering using up-to-date slang language. However, make sure it's understandable to your audience! Additionally, modern is bold and simple so being succinct in your writing will have the best impact.

It's Ok to have a casual writing or speaking style to portray both fun and modern in the way you communicate. Too much formality can feel stuffy and in general our cultural norms are trending more and more casual. What we think is fun or funny changes in our society as trends change so you'll want to stay up to date and ahead of the latest trends.

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Highlighting your benefits

Don't forget the emotional connection. When Foodie Fun Cooking Classes says it is *creative*, what is the emotional benefit? Do customers feel like they may get a product or solution from you that is totally unique? Are your customers already creative and want assurance you are too, or is this an opportunity for them to explore their creativity and get outside their comfort zone?

When you say your company is *adventurous*, what does it mean to your clients emotionally? Are your customers eager to try something new? Do they physical adventures or new mental puzzles? Do they like to feel a sense of power as they overcome a challenge?

How does it make your clients feel when you say your company is *high energy*? Can you compare your company to something that is frustrating or time-consuming? Those are negative emotionals that can drive people to act.

Marketing

You said that the number one way that prospects will hear about your business is *social media*. Social media is a great place to show fun since it is a venue for people to share experiences and is tied more to extracurricular time rather than business. Make sure that you are using a modern design sense for imagery that is shared.

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Product-Market Fit

Reviewing your market-fit chart

On the next page, we've mapped the descriptors and pain points of the marketplace (your ideal client) against what you are offering.

When you look at your market-product fit chart, you'll see list of your key benefits, differentiators and personal attributes on the left and a list of details about your ideal client on the right side.

Remember you selected and then ranked these choices. So while all may be valid, **you want to make sure that you are focusing on, and promoting the values and benefits your prospects are looking for.**

The darker the color and higher up on the vertical lists indicates a higher correlation between what you're offering and what your customers/prospects are looking for.

Gray text indicates traits that have no match.

Red indicates a conflict between your product or service and what the market wants.

- ✔ Look at the benefits that are at the top of this list, these have the most appeal to your ideal customer.
- ✔ Focus on these benefits in your messaging, as it will resonate with your buyers.
- ✔ Reviewing this list can help you better define and refine your most ideal client. Your key benefits may really catch the attention of a certain subgroup, but be of only general interest to others. On the other hand, there may be a feature you could better promote that will more directly address a pain point your prospects are having.

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Your Market-Product Fit Chart

Foodie Fun Cooking Classes is...



Your ideal customers are...



About this chart



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Competition

Compared to your competition, Foodie Fun Cooking Classes *is better looking than your competitors*. Is that clear on your web site or other marketing materials?

- Spend some time looking at your competitors to see how you are different and how you are the same. Look at their visual style including their predominant color scheme, the design of their logo and look and feel of their web site including photography and other design elements. You want to make sure you are different enough from them, but you may still want to feel like you're part of the same community.
- Read the content of their web pages to see what benefits they list and compare them to your key differentiators. Is it clear why Foodie Fun Cooking Classes is different and better?
- Make sure that "better looking" is clearly articulated on your own web site, in marketing materials and when you speak to prospects.

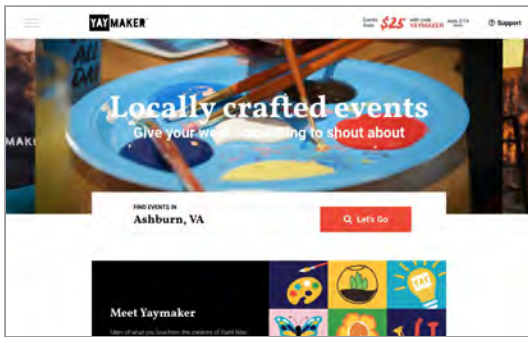
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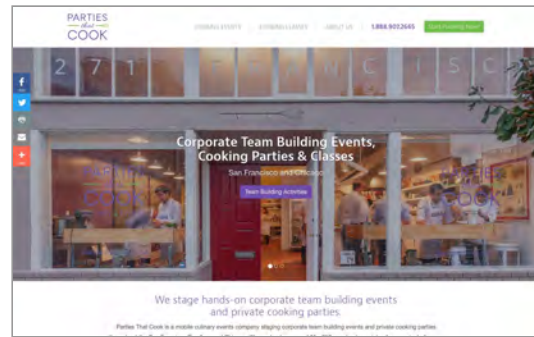
Stonewall Kitchens Demo Classes
<http://www.stonewallkitchen.com/visit-us/cooking-school>



Fork Food Lab
<http://forkfood.com>



Paint Nite/Muse
<http://paintnite.com>



Parties That Cook
<http://partiesthatcook.com>

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Next steps

Fine tune your Unique Value Proposition

Here's your UVP again:

For young professionals looking to connect with friends and learn something new, Foodie Fun Cooking Classes offers cooking classes that are social events where you have a ton of fun while learning to cook creatively.

It could also be phrased as:

Foodie Fun Cooking Classes offers fun cooking classes that are social events that will have a ton of fun while learning to cook creatively for young professionals looking for a great social experience to connect with friend and learn something new.

You may find that it will be easier to remember and more interesting if you take the essential elements and phrase it differently. Try:

- Re-ordering the phrases
- Splitting it into multiple sentences
- Streamlining it to its core essence
- Use it as the basis for your web site copy, expanding it with more details about your service or its benefits
- Writing different versions for different key client types

Plan your brand identity

Since you are in the pre-revenue stage and may not have a finalized logo yet, use this report as your guide. Use the information found in the guide to determine if you need to adjust your brand.

On your own, or with the help of a designer aim to:

- If you will be redesigning a logo, web site, packaging, etc. review this report with your designer highlighting the most critical elements that make up your distinct brand position.
- If you have not yet create a small palette of corporate colors. These generally start with the colors in your logo. Make sure you know the CMYK and RGB or Hex# for each color.
- Choose just one or two typefaces and use them consistently. Make sure they are available on your computer and on your web site.

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- When you have a final logo use it consistently. Make sure you get the eps files from the logo designer so it can scaled to different sizes and printed in high resolution.
- Buy or create imagery that creates a distinct and memorable look and feel that connects with what your brand stands for.
- Review your market-product fit chart. Look at every customer descriptor and every one of your own attributes and see if there are any misses you need to address.
- In your marketing, focus your messaging on the areas that show a lot of crossover between the two sides.
- Review your web site, does it visually create the right "look and feel" to support your brand?
- Does your web site use the language that will show why you are different than your competition and offer more appealing benefits to your ideal customers?

Choose the best name for your company

You said that your company name is final. However, if since your company is still very young, there is still time to change your name if you feel it's not right.

Some business owners can feel locked in to their brand—including their name, their logo, their URL—when they should really consider changing it. If going through the Branding Compass workbook or reading this report makes you question your business name, do it sooner rather than later. A poor business name can make everything more difficult.

What is a good name?

- A name that is distinct and memorable but easy to pronounce and spell.
- For most companies, a name that suggests what you do is best. If people are confused by your name they may not make the effort to learn more. Made up words can work if they bring to mind what you offer. A strong tagline can be partnered with a more creative name to give more details.
- A name with the .com URL available, as well as social media handles.
- Shorter names are better than longer ones.

What qualifies as a poor name?

- A name that is difficult to pronounce or spell.
- A name that doesn't bring the right perception to someone's mind.

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