

# THE BRAND BRAIN CHECKLIST

BRAND STRATEGY  
CHECKLIST



# WHAT THE F\*CK IS A BRAND BRAIN?

In a world where we're so tired of seeing cookie-cutter BS and ads that make you scroll, your brand can be more powerful when it behaves like a person.

You need a brand that connects with it's audience and builds a cult-like community ready to buy anything you drop.

Think of your brand like the body of a person. How it looks, what it wears. But the brand brain controls it's actions and the decisions on what it wears.

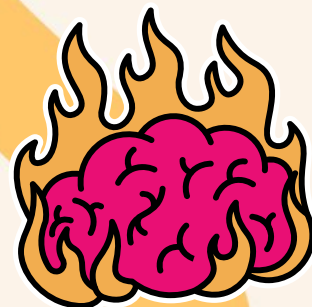
I've taught the concept of a Brand Brain to hundreds of designers, and now it's your turn. We're going to go over the checklist that I've been using for over a year to help build brand strategies for my clients.

## The BRAINS Formula<sup>©</sup>

We're gonna break down brand strategy into 6 simple steps so you can start building a brand that feels like YOU.

B for Business  
R for Research  
A for Audience  
I for Insights  
N for Niche  
S for Summary

Let's do it



***BRAND YOUR BRAIN***



# B FOR BUSINESS

B for Business is your starting point. It's laying down the groundwork for what your business will become. At the very least you need to know these things. Let's start!

- ☐ **PURPOSE**  
What's your 'why'? Why are you here doing what you're doing? When you're feeling a little off track, your why guides you back
- ☐ **MISSION**  
What does your brand aim to do for your consumers and for the world?
- ☐ **VALUES**  
What things does your brand truly believe in? Preferably these are values that are similar to your target audience's values
- ☐ **VISION**  
What's the big vision? Where do you want your business to 'end up'?
- ☐ **GOALS**  
What smaller goals can set for the next 2 years, 5 years and 10 years to help reach your long term vision?
- ☐ **STORY**  
How did you get here? What was the journey? How can your journey inspire your ideal audience?

# R FOR RESEARCH

R for research is all about getting an inside look into the industry that your business operates in. This one can often be a little bit boring if you let it, but it doesn't have to be. Think of it like being a lil secret agent peeking into what is going on around you.

- ☐ **INDUSTRY**  
What's going on in your industry right now? How does this industry typically operate? What are the standards?
- ☐ **COMPETITOR**  
Who are your industry's key players? What strengths do they have? Why are they your competitors?
- ☐ **MARKET**  
What does the market look like? What are your competitors offering? What does the audience want from the competitors, but can't get.
- ☐ **SWOT ANALYSIS**  
What are the strengths and weaknesses does your business have, and what external opportunities and external threats can you see?

# A FOR AUDIENCE

A for audience is probably one of the most important section of The BRAINS Formula. You can't sell to clients if you don't know who they are. Take your time on this section. I always like to work backwards. Figure out what problem you're great at solving, then find people with that problem. This is easier than choosing one type of person with a bunch of different problems and trying to solve them all.

## ☐ DREAM CLIENT

Who is your dream client? Who has a problem that you can solve with your skills?

## ☐ CLIENT PAIN POINTS

What are the main struggles your dream client has right now and how can your product or services help solve them?

## ☐ USP

What unique thing do you have that can help your dream client? Try and avoid having the same niche strength as a competitor.

## ☐ AUDIENCE PERSONA

Pretend this dream client is a real person. Write it down. Their name, age, location, salary, occupation. Then write their struggles and your solutions. Imagining your dream client as a real person makes it easier to communicate with them through your marketing



# I FOR INSIGHTS

I for insights is where we start making decisions based on the B for Business, R for Research and A for Audience. Think of this as a rest point on a journey where we reflect on what we've done so far and how we can continue. Let's reflect and start putting it together

## ☐ VALUE STATEMENTS

What values do you share with your ideal client? Write a statement to communicate this. For example: We believe (value) to help you (a solution you bring to a client's pain point)

## ☐ CONSUMER BEHAVIOUR

How do your ideal clients typically behave? where do they hang out? What do they engage with the most? What questions are they asking?

## ☐ STRATEGY INSIGHTS

What conclusions can you begin to draw so far? What ideas for the visual identity do you have based on the values, mission, vision, audience, and competitor research? Start making a list of things to choose and things to avoid. For example, if you're a one person, busy business owner, maybe a brand identity that's more low maintenance is key. This means more work into templates and collateral to make marketing easier down the line.

# N FOR NICHE

Your niche is what makes you different and unique. It's time to find your brand's unique personality and finally let it shine through. The cookie-cutter BS is gonna get you nowhere. Find what makes your brand unique and use it as a strength

## ☐ BRAND ARCHETYPE

What brand archetype is your brand? How can you categorise it's personality? [Learn more about archetypes here](#)

## ☐ BRAND VOICE

What tone of voice will your brand use? Does it feel authentic? Is it the tone of voice your audience wants to hear?

## ☐ DIFFERENCES

How can your visual identity differ from competitors? We already started making notes in I for Insights about translating our strategy into visuals. It's time to make sure they're not similar to competitors. What about your competitors brand do you like and dislike? What is a strength and weakness of their identity? How will you build yours differently?

# S FOR SUMMARY

S for Summary is all about putting everything together into one cohesive place for easy access as well as beginning to use the new brand strategy through your social media and website

## ☐ PRESENTATION

Now it's time to take all of the things from this sheet and put them into a cohesive brand strategy presentation so they are all in one place

## ☐ BRAND IDENTITY

Start making a moodboard and building the visual identity for the brand. Remember to ensure the visuals represent all of the previous sections from this sheet.

## ☐ SOCIAL MEDIA

Is your social media up to date with the new strategy? Does your bio say what you do, who you do it for and how? Does it include a CTA? Does your content reflect your why or share your brand story or talk to your audience's pain points? Now is the time for an upgrade.

## ☐ WEBSITE COPY

Does the copy on your website speak to your dream client's pain points? Ensure you clearly state what solution you bring to your clients and WHY they should care about that solution.





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# YOU F\*CKING DID IT, MATE

You made it to the end of The BRAINS Formula checklist. I hope it's helped you understand the spooky world of strategy a little bit better

Don't forget to connect with me if you have questions, and let me know what you thought about this freebie!



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