



# MENTORING PROGRAM

## Branding exercise

1. What should your brand stand for? (think what you are able to offer)
  - **Who are my customers?** (age, gender, what are their interests where you can meet them, where are they located)
  - **What customers do I want to have?** - (Who would be your ideal customer?)
3. Which aim is behind your plan? (what is your ultimate goal - I want my brand to be..)
4. What are your attributes? (what are your abilities, skills to achieve certain result)
5. Who are my competitors? (you need to define here what are other brands offering similar clothes to yours)
6. What is my competitors' brand position? (are they strong on the market?)
7. What problem does my company solve? Does anybody care? Which problems are my competitors solving? (Think of the list of problems your brand can solve for its customers)

and also think of your competitor solving the same problem, if yes, what would be your unique proposition which your competitor does not offer.)

8. What is my value proposition? Is it distinctive? Is it relevant to my customers? (your actual offer, and how relevant it would be to the customers, would they really need it?)
9. When people think about my company or product, what are the feelings and associations I want them to have? Are they unique?
10. What are the functional benefits that we deliver to our customers?
11. What are the emotional benefits that only you deliver to our customers? (when people think of your brand what type of emotions they would have?)

## **Brand Values**

1. Company mission statement: what's the mission of your company, by starting your brand you want to: (please make a list)
2. Product/services positioning statement: to whom this service is addressed?
3. Benefit of your product/service: what does it give to your customer?
4. Five words that represent your brand:
5. Three messages your brand needs to communicate:
6. Value proposition:

## **Brand Attributes**

The following questions will dive into the essence and identity of your brand.

It is also about your personality and voice. Highlight the ones and feel free to add expressions/ keywords or opposing characteristics

7. How does your brand's image fall between these opposing characteristics?
  - Masculine/Feminine
  - Simple/Intricate
  - Grey/Colorful

- Conservative/Extravagant
- Approachable/Authoritative
- Necessity/Luxury
- Fun/Serious
- Professional/Casual
- Modern/Classic
- Sporty/Elegant
- Extreme/Safe

## **Abstract Values**

To answer the following questions, use your imagination to think of your brand in unique situations.

8. How would you describe your brand to a friend?
9. How would you describe its style?
10. What other brands would be its friends?
11. Where would your brand hang out? (places, location, countries - where would you like to see your brand?)

## **Now we are close to your Brand Story**

What is your unique hero tale? (describe a person/brand/company that inspire you)

How did you as a company come to be, and what makes you so passionate

## **Brand Vision**

**Position: What** is your position? for example: curiosity ,exploring

**Promise** - (describe what you already have in order to deliver good to your customers)

**Mantra (claim)** - one two sentences that describe your brand, vision, your offer. For example my claim is "Every brand has a compelling story. Let me tell yours" -

**Reasons to Believe** - why do customers believe you?

## **Buying Persona**

1. Global:

- Who is your customer? Men or Women?
- How old is she/he?

- Where does she/he live?
- Does she/he live in a flat or house? Renting or owning it?
- How about her /his income?
- Does she/he drive a car or bike?
- Where does she/he buy her /his clothes and when?
- What type of food does she/he eat?

## 2. Social-Media

- Which social media platforms do your customers use?
- What topic are they sharing?
- What do they want to share about themselves on social media and what not?
- When do they post or share on their social media?

## 3. Hobby:

- What are your customers' hobbies, what do they do besides their family or work?
- Do they play sports? If yes, what type?
- Do they take part in social life? Where can we meet them? Where do they like to hang out?
- Do they like to spend time with others or rather alone?

## 4. What makes your customers stay awake?

- Are they afraid when they think of the future?
- What do they wish to change?
- What are they standing for?
- Can your brand help them?

## **Personal Business Model Canvas**

1. Who helps you (key partners)
2. What you do (key activities) clothes for different activities
3. How you help (value your brand is providing)
4. How you interact? (customer relationship)
5. Who you help (customers)
6. Who you are and what you have (key resources) -
7. Where potential customers can get to know you? (channel of communication you use)
8. What are your costs?
9. What is your revenue or benefit?