



breakthrough brand
CHALLENGE

WORKBOOK - DAY 1



A WORD ABOUT BRANDING

Branding is the process of creating a true differentiation for your business, making you stand out from everyone else - making you the no-brainer choice for your audience. Essentially, it's about building perceptions around who you are and what you do.

At the end of the day, no matter what your business is, you are looking to *evoke emotions* from your audience while *building trust* and driving them *buy what you are selling*

THE BRAND STRATEGY PYRAMID





THE BRAND FOUNDATION

One of THE most important elements to being able to establish yourself as an expert in your field and build a Brand that Attracts, is to understand, down to the last detail, the things that differentiate you amongst everyone else. Here's the truth, there are already too many people in the field. You need to figure out a way to clearly show your ideal audience that YOU are different. That what you have to offer them is truly transformational and can be exactly the solution they need right now.

What is your story?

What are your skills?



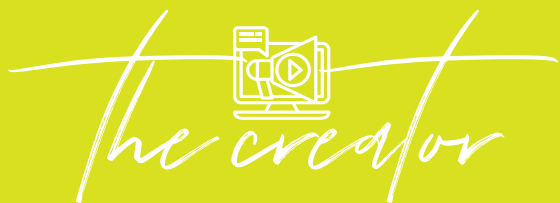
THE SUPERPOWERS



OVERVIEW

Incredibly credible source. Always looking for content to share. People often come to you for advice. You are an established authority and are likely invited as a speaker. You love creating and sharing valuable information that positions you as an expert. You value knowledge and help your audience get great results.

WEAKNESS: Over-perfection and analysis paralysis.



OVERVIEW

You love being the center of attention and sharing every part of your life. You are a charismatic leader that is fun and open. You want to create things that leave an impression. You believe in following what's in your heart and expressing it. Fun is the only way you know how to do things. You are super relatable.

WEAKNESS: Too self-centered, and want to be liked.



THE SUPERPOWERS

OVERVIEW

You know everyone out there and love connecting with people. You are highly sociable and valuable and love to meet people in different places. You place a lot of value in bringing other people value and making them feel as if they are part of a community. You are optimistic and happy and the life of the party.

WEAKNESS: Follow the pack too much, not stand out.


The connector

OVERVIEW

You like to stand out from everyone else. You love tackling problems in a unique way. You have a big heart and want to make a huge difference in the world. You believe that rules are meant to be broken and often differentiate yourself because of your unique views. You hate feeling trapped and like challenging others too.

WEAKNESS: Don't stop and listen to other ways.


The challenger

What is your superpower?


The challenger


The curator


The creator


The connector

How can you take advantage of your superpower?

ACTIONS TO TAKE

What is your superpower? Share it in the group and tell us why it represents you the most using #mybrandsuperpower