

BRAND STRATEGY

Masterclass



**Brand Masterclass
workbook**

 Branding Masterclass Workbook

Title: Branding Masterclass Workbook

Subtitle: Build an Unforgettable Brand That Sells

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Section 1: Brand Purpose Worksheet

What is Brand Purpose?

Your brand purpose is why your brand exists beyond making money. It inspires you and connects deeply with your customers.

Exercise: Define Your Brand Purpose

Prompt:

1. Why did I start this business or brand?
 2. What problem do I want to solve for my audience?
 3. How do I want to impact people's lives or the world?
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Template:

➤ My Brand Purpose:

"I exist to _____, so that _____."

Example:

- I exist to empower African entrepreneurs with practical business and branding strategies so that they can build impactful, profitable businesses confidently.

 Section 2: Brand Positioning Template

What is Brand Positioning?

Brand positioning defines who you serve and how you are different in the market.

Exercise: Define Your Positioning

1. Who is your ideal target customer (age, location, profession, goals)?
2. What specific problem do you solve for them?
3. What makes your approach, solution, or brand unique?

Template:

- My Brand Positioning Statement:

“I serve [target customer] by providing [unique solution] so they can [desired outcome].”

Example:

- I serve African entrepreneurs by providing branding and business strategy coaching so they can build profitable brands that thrive confidently and competitively.
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Section 3: Brand Personality Quiz

What is Brand Personality?

Your brand personality is how your brand sounds, looks, and feels to your audience.

Quick Quiz:

For each pair, choose one that best represents your brand:

1. Professional or Casual
2. Inspirational or Practical
3. Warm & Friendly or Formal & Reserved
4. Bold & Confident or Humble & Supportive
5. Innovative & Creative or Reliable & Traditional

Result Analysis:

Review your choices. What words stand out most?

Write 3-5 words that define your brand personality below.

Example:

- Empowering, practical, warm, confident, inspirational.
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Section 4: Brand Statement Template

What is a Brand Statement?

Your brand statement clearly communicates who you help, what you help them achieve, and how.

Template Formula:

- I help [who] achieve [what] through [how].
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Example:

- I help African students and entrepreneurs build impactful businesses through practical, proven branding and business strategies.
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Exercise: Draft Your Brand Statement

Write your brand statement below:

Section 5: Brand Authority Checklist

How to Build Brand Authority

Tick each action you will take this week to build your brand authority:

- Share an educational post related to your niche
 - Post a testimonial or client success story
 - Go live or record a video sharing a strategy or insight
 - Engage with your audience's comments or questions
 - Collaborate with another brand or expert
 - Share your personal brand journey or behind-the-scenes story
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 Reflection

Which three authority actions will you prioritise this week?

1.


2.

3.

 Closing Page


Congratulations! You have completed your Branding Masterclass Workbook.

- “Remember, clarity without action is wasted potential. Take these insights and build a brand that sells and impacts lives.”

 Call to Action

Ready to build your full brand strategy and grow confidently?

Join my Brand Strategy Coaching Program today.

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