



# BRAND STRATEGY WORKBOOK

 AliantBrands

# Brand Strategy Workbook

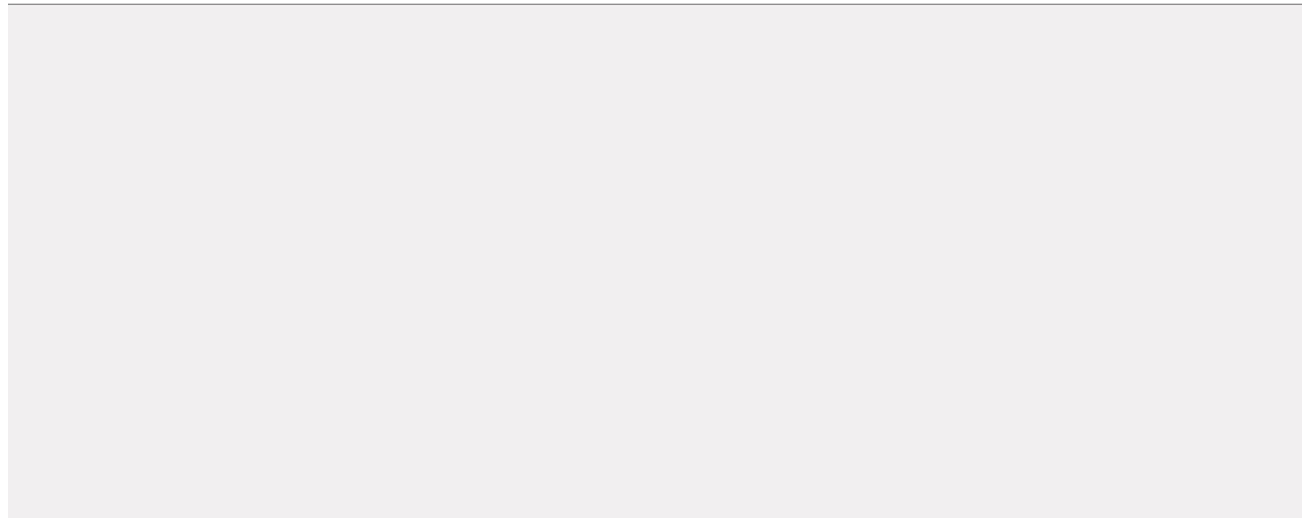
*Make an impact. Craft your brand's strategy.*

- Your Proposition / *Who You Are*
- Your Why / *Why You Do What You Do*
- Your Vision / *What You Want To Achieve*
- Your Mission / *How You're Going To Do It*
- Your Customers / *Who You Serve*
- Your Position / *The Niche You Own*
- Your Values / *What You Believe In*
- Your Personality / *How You Present Yourself*
- Your Tone Of Voice / *How You Communicate*
- Your Core Messages / *What You Want To Communicate*

# 01.

## Your proposition

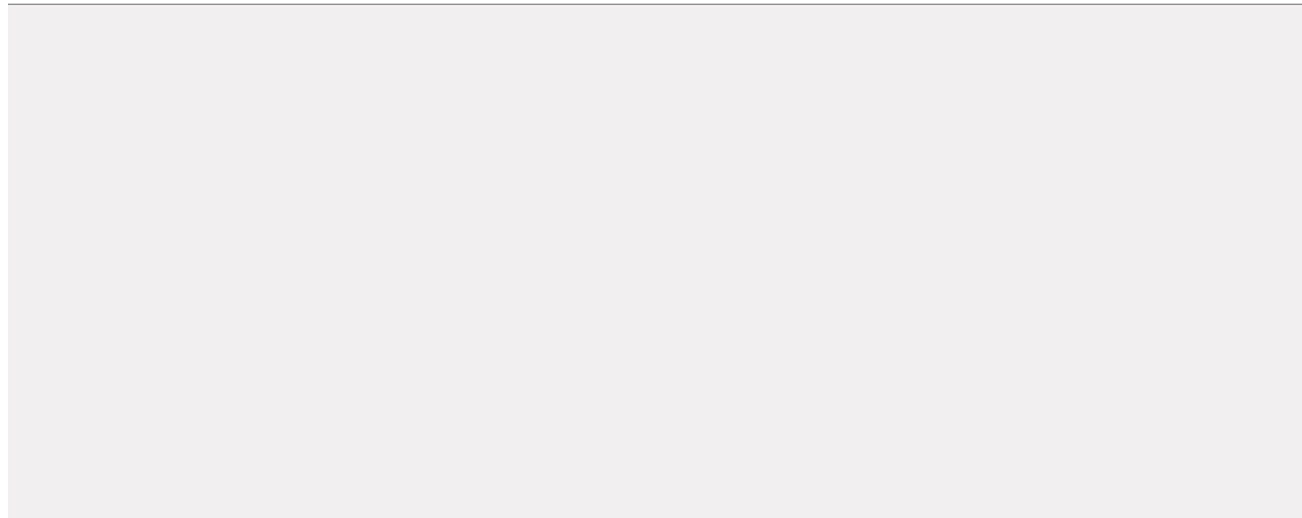
*Who you are*



# 02.

## Your Why

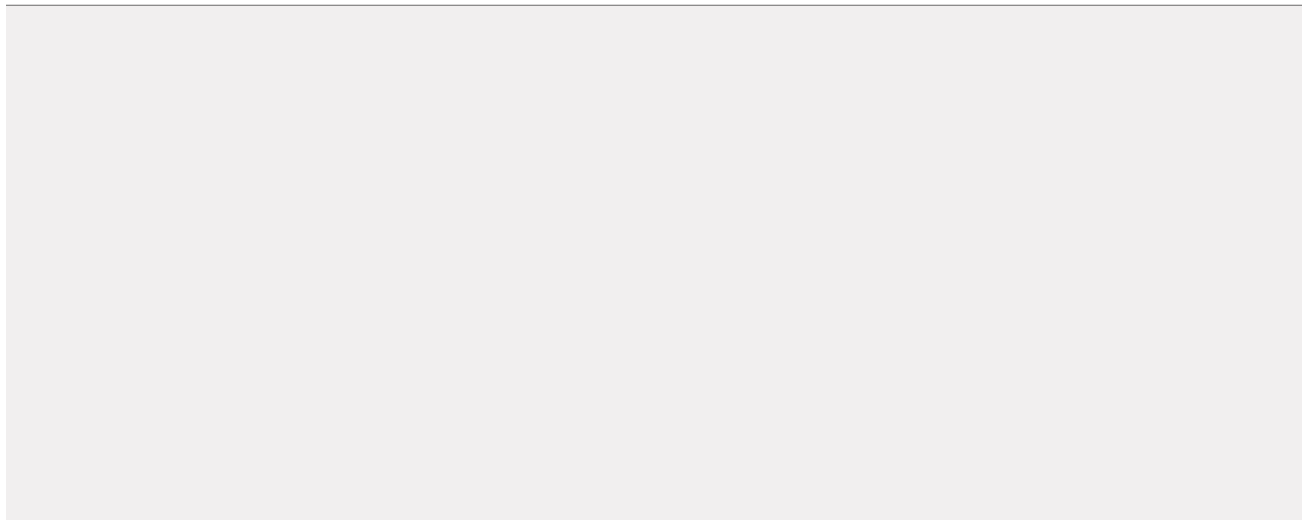
*Why you do what you do*



# 03.

## Your Vision

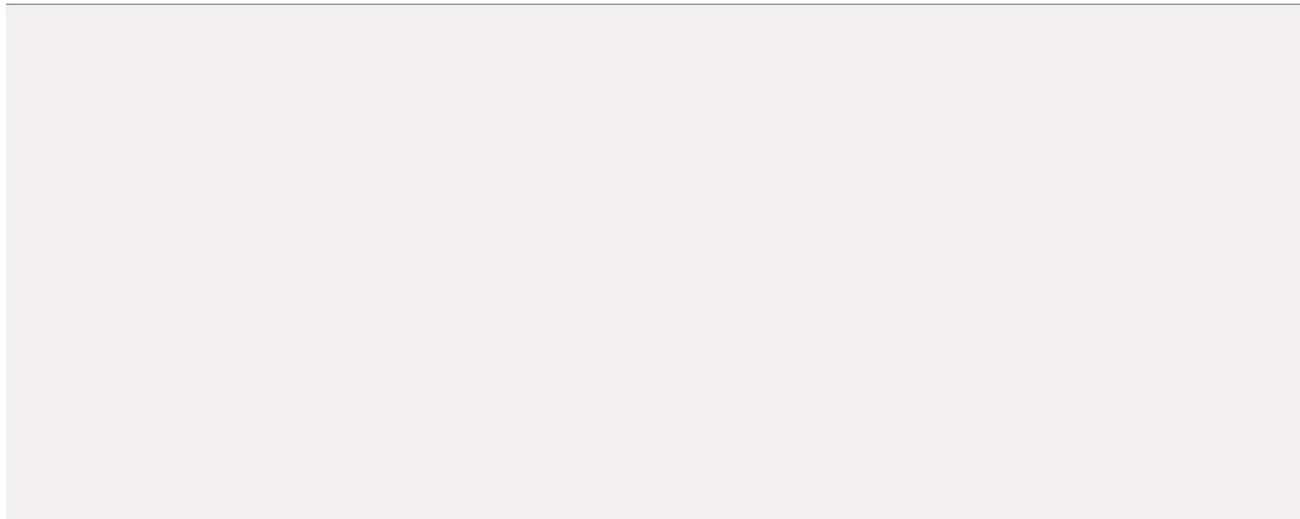
*What you want to achieve*



# 04.

## Your Mission

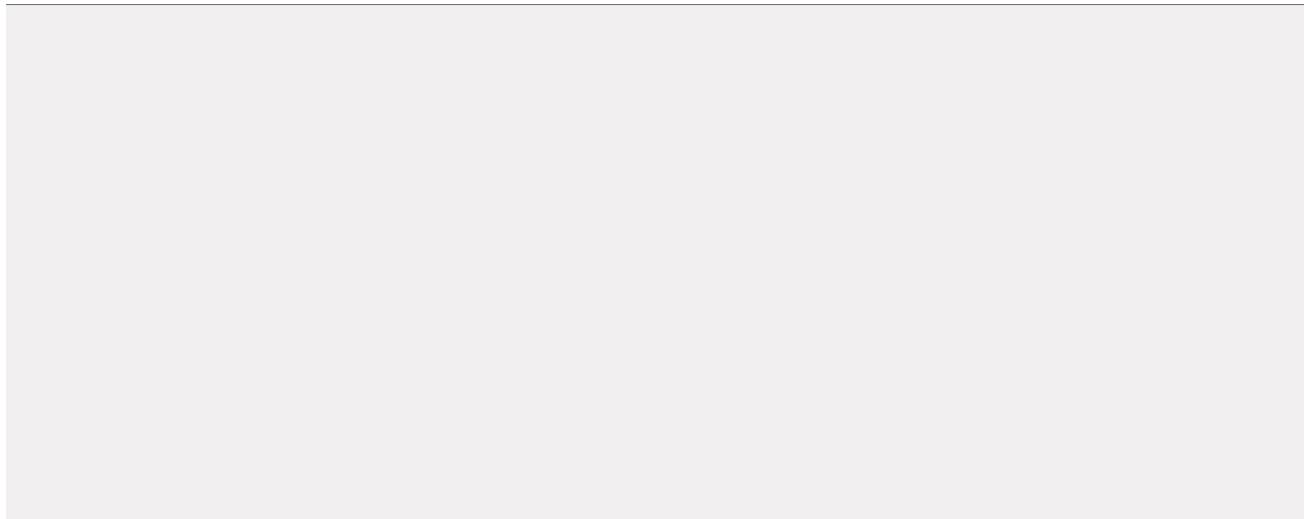
*How you're going to do it*



# 05.

## Your Customers

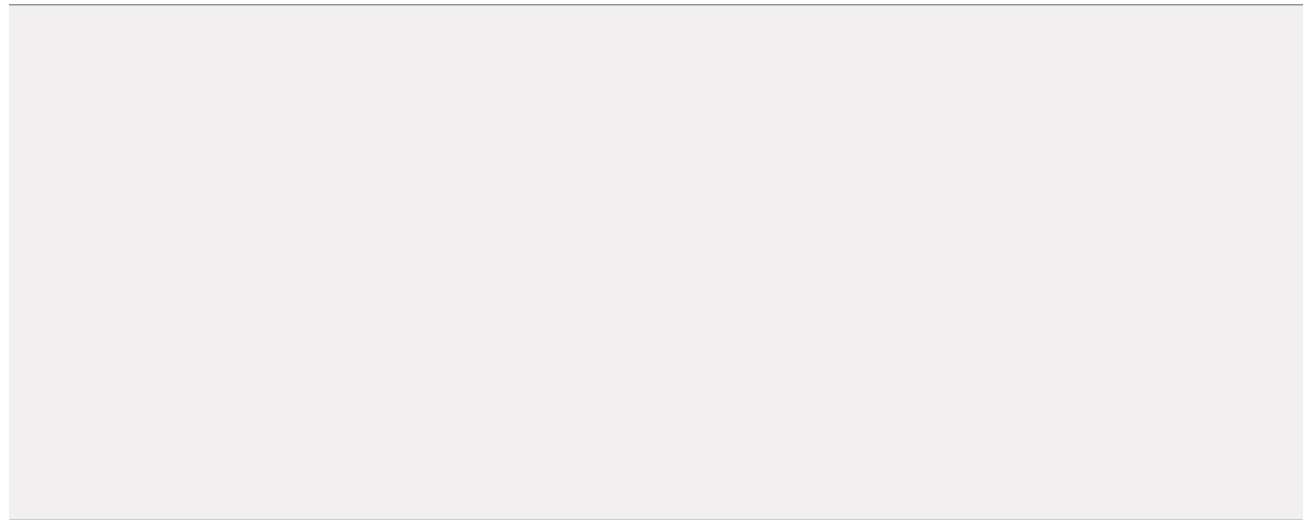
*Who you serve*



# 06.

## Your Positioning

*The niche you own*



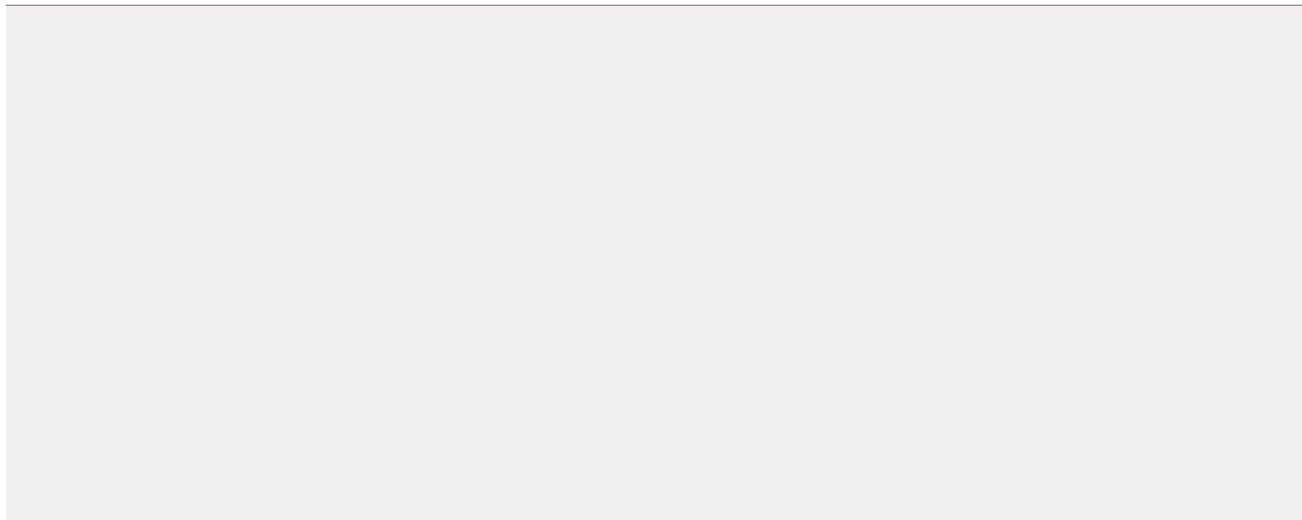


# 07.

## Your Values

*What you believe in*

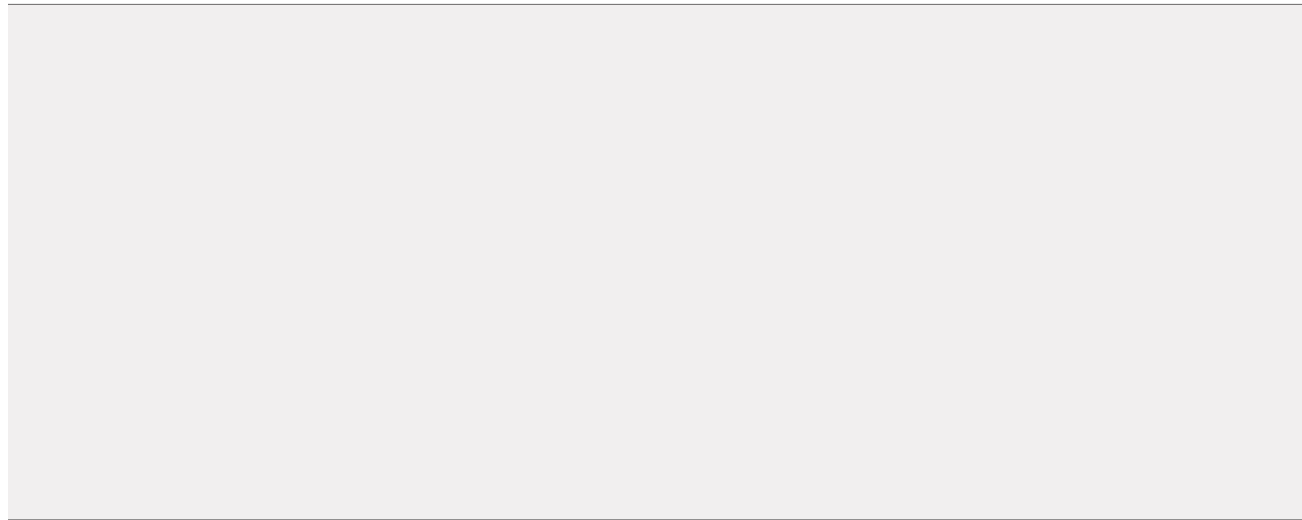
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# 08.

## Your Personality

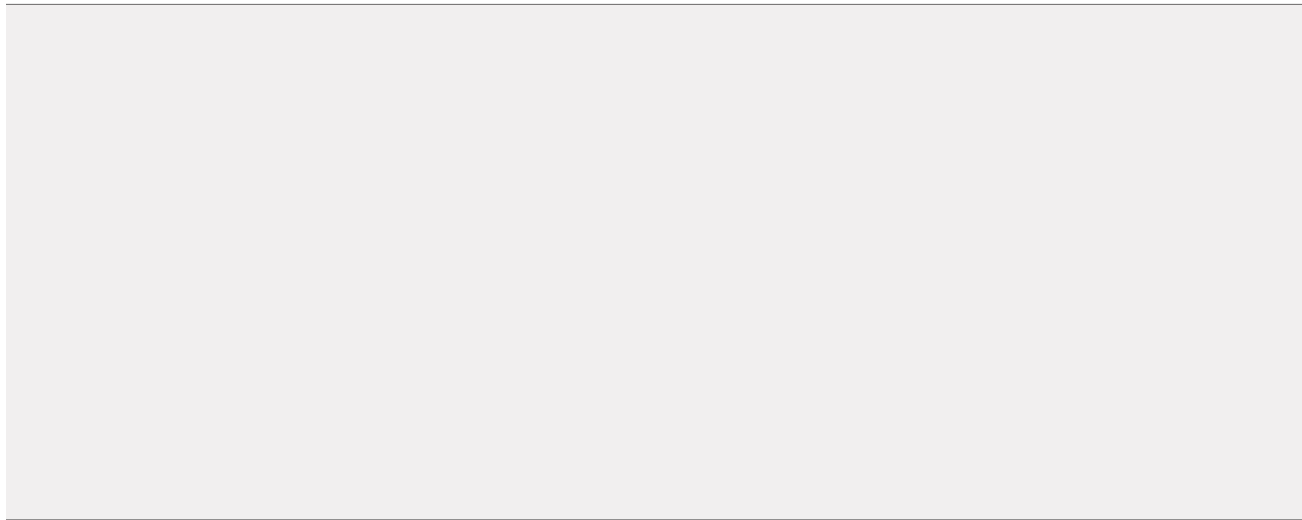
*How you present yourself*



# 09.

## Your Tone of Voice

*How you communicate*



# 10.

## Your Core Messages

*What you want to communicate*

