

# BRAND STRATEGY WORKBOOK

Created by Forgnex Studio





# WELCOME!

Hi there! I'm Deon Llewellyn. I'm a brand and web designer and owner of Forgnex Studio.

I am a passionate branding strategist dedicated to helping entrepreneurs and small business owners craft unforgettable brands. With years of hands-on experience turning ideas into visual stories, I believe that every business has a unique voice just waiting to be heard.

I created this workbook as a practical guide to help you uncover your authentic brand identity, define your core values, and design a visual language that resonates with your audience. Let's work together to build a brand that not only stands out but also tells your unique story.

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# YOUR BUSINESS FOUNDATION

The first stage is identifying who you are as a business owner, your offers, and why you want to pursue your business.

What ultimate impact do you want your brand to have?

What is your business?

Why did you decide to create your business?

What are your business visions, missions, and goals?

What are your products or services?

What makes your business unique?

What are your business's core values?

How do you want to connect with your target audience?

Who are your competitors? What sets you apart from others?

# YOUR TARGET AUDIENCE

The second stage is to identify who is your target audience, how you can help them, etc. Be specific as much as possible so you can create products or services that would resonate with them.

Demographics:

Gender: <input type="text"/>	Profession: <input type="text"/>
Age: <input type="text"/>	Location: <input type="text"/>
Marital status: <input type="text"/>	Average annual income: <input type="text"/>
Education level: <input type="text"/>	Ethnic background: <input type="text"/>

What are their hobbies and interests?

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
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What are their goals? What motivates them?

What are some of the challenges that they are facing?

What can you offer to solve their problems?

What are the benefits~~z~~results they would get from your offer?

Why should they buy from you and not from other businesses?

# YOUR COMMUNICATION STYLE

The last stage is figuring out how to communicate with your target audience. Focus on what your target audience wants from you and how to address them.

Where can you find your target audience? List social media platforms, etc.


What type of content resonates with your target audience? Examples of content are blog posts, videos, etc.




What types of content are you excited to create?

Do you have a plan how to create them?

What is your marketing strategy?

How often can you engage with your target audience?

What's your long-term goal for your target audience?

# CONGRATULATIONS!

You have finished identifying your business foundation, target audience, and communication style! Take a moment and give yourself a big round of applause.

You've taken a powerful step towards defining your unique brand identity and building a story that resonates with your audience. Your dedication to understanding your core values, refining your vision, and designing a compelling visual language is truly inspiring.

Remember, this is just the beginning of your branding journey. Use the insights and tools you've discovered here to create a brand that stands out, connects deeply, and grows with you over time.

Keep pushing forward. Your brand, your story, and your future success await.



## WANT TO WORK WITH ME?

If you are ready to invest in building your brand strategy, I might be able to help you!

Click the button below to schedule a discovery call.

[BOOK A DISCOVERY CALL](#)

Let's connect on social media!

Follow me at forgnex to get more branding tips.

