Plan To Brand

Build an online identity that resonates with your target audience
In this workshop, you'll learn...

- The importance of branding
- How to create your brand guide
- How to establish your value proposition
- How to make your mission statement
- How to uncover your competitive advantage
- Your role in the customer journey map
What Does **Branding** Mean?

- Captures ATTENTION
- Extends the churn rate of your customers
- Non-Negotiable

**Applied to Knowledge Commerce?**

- Trading $$ for knowledge
- Separates YOU from everyone else
- Shoot for brand loyalty
Your “brand” is a mixture of your **identity** (meaning who you are) **and** your **image** (meaning how you want to be perceived).
Activity: Create Your Brand Guide

- Open your participant guide to the branding section
- Insert your hex color codes
- Insert your chosen fonts
Value Proposition: A statement that communicates the unique benefits and value that a course or coaching product offers to the target audience.

Differentiation: A clear value proposition helps your course stand out from the competition.

Clarity: What your course covers, who it is for, and how it will benefit the customer.

Increased sales: When students see that your course offers a solution to a problem they have, they are more likely to enroll.

Student retention: Customers are more likely to complete your course or coaching and recommend it to others rather than asking for a refund.
Value Proposition Formula

We help (A) do (B) by doing (C) so they can (D)

A = Target audience or a description of your perfect customer.
B = The desired end result or transformation that your customers want.
C = The method by which you accomplish the outcome.
D = The meaning of it all, showcasing what your customer is now able to do or avoid for the future.

Example: We help dog owners break down the barriers between humankind and their best friend thanks to our heavily researched behavior studies, so dog owners can enjoy companionship for a lifetime.
Activity: Create Your Value Prop

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**Mission Statement:** A concise expression of your values and purpose that helps everyone who encounters your work to immediately understand what you’re all about.

**Value:** The core beliefs and principles that you stand for, and of course what your course & coaching is worth to your customer.

**Inspiration:** How your course & coaching gets your customers excited and motivated.

**Plausibility:** Based on what you can realistically accomplish, make sure it's credible and achievable.

**Specificity:** Being clear and intentional about what your course or coaching does and what your customers can achieve.
What does your business do, how does it do it, and why?

1. Ask & answer the what, how, and why.
2. Brainstorm your value & purpose.
3. Narrow down your list.
4. Create two sentences.
5. Review with precise wording.
What does your business do, how does it do it, and why?

**Walmart:** “We save people money so they can live better.”

**Nike:** “To expand human potential by creating groundbreaking sport innovations, by making our products more sustainably, by building a creative and diverse global team and by making a positive impact in communities where we live and work.”

**Chipotle:** “To provide food with integrity”

**Kajabi:** “We give people of any background or level of experience the tools and resources they need to build a business, and a life, around their knowledge.”
Activity: Write Your Mission Statement

- **WHAT** does your course or coaching do?
- **HOW** does your course or coaching do it?
- **WHY** does your course or coaching exist?
- **Brainstorm** words and phrases that capture the sentiment of your business’s value and purpose.
- **Narrow down** your choices to a curated list that reflects your brand.
- Based on your answers above, **write your mission statement**.

**NOTE:** Be sure your mission statement provides value and inspiration while remaining plausible and specific.
Your **Competitive Advantage** is the unique benefits and qualities that make you stand out from the crowd. It's what gives you an edge over your competition and helps you **build a loyal following**.
Competitive Advantage: The unique benefits and qualities that makes you stand out from the crowd. It's what gives you an edge over your competition and helps you build a loyal following.

Assess your strengths & qualifications then research your competitors and be clear about who your target customers are to determine your Competitive Advantage.
Activity: Competitive Advantage

- "Strengths" box: Fill in your strengths, qualifications, and credibility that positions you to solve the problem so you can visualize what you bring to the market.

- "Competitors" box: Add in the names of at least three of your competitors, plus what they’re good at and not so good at.

- "Differentiators" box: Fill in how you are different and better from all three of your competitors that you’ve chosen.

- "Target Audience" box: Fill in who they are, their pain points, roadblocks, and challenges that they need your help to overcome.

- "Competitive Advantage" box: After filling in the previous boxes & doing the research... it should be apparent and obvious to you.

NOTE: If you don’t know your competitors, then go to google, type in your niche followed by the word “course.” Spend a couple minutes researching their offerings.
Workshop Objectives

In this workshop, we discovered...

- The importance of branding
- How to create your brand guide
- How to establish your value proposition
- How to make your mission statement
- How to uncover your competitive advantage
- Your role in the customer journey map

One last lesson: Your role in the customer journey diagram!
Customer Journey Diagram

A Character

Has a Problem

And Meets a Guide

Who Gives Them a Plan

And Calls Them to Action

That Helps Them Avoid Failure

That Ends in a Success
• Finish any incomplete work in your Participant Guide.

• Come prepared with who your target customer is and the problem or roadblock in their way that you help them solve.

• You should also be able to identify the desired end result of taking your course or coaching from your customer's perspective.
Congratulations! You did it!

**Validate Your Idea**
**Plan To Brand**
**Keys To Copywriting**
**Find Your Following**
**Q&A/Weekly Recap**

**REMEMBER:** In addition to these live workshops, we have created four On Demand Workshops to complete your journey.

- Know Your Worth
- The ABC’s of Kajabi
- Website Prep
- Settings For Success
Questions?
Please use the Q&A to submit your questions!
Get the Support You Deserve
You've got questions, we've got answers. Our Help Center’s guides and FAQs can answer your questions and walk you through every action you can take with Kajabi.
Spring Stuff goes here

Be kind in your interactions and be quick in mending any communication issues.

Live Workshops
learn.kajabi.com

Our workshops are a great way to understand Kajabi’s features and ask questions live with our very own team.
Contact Support
support@kajabi.com

Based on your Kajabi Plan, you can chat with Live Agents right from your Dashboard.

For additional technical and billing assistance, you can email us directly at support@kajabi.com.
Onboarding
Get the guidance you need to keep your business on track.

Welcome Call
Maximize your trial with a 1:1 call.

Activation Call
Get 1:1 help to set up your business.
Kajabi Hero Community
facebook.com/groups/newkajabi

Connect with fellow Kajabi Heroes - share wins, celebrate milestones, and support each other!
Kajabi University
university.kajabi.com

Kajabi University is your resource for guided content aimed to help you create and build your online business with Kajabi. Go at your own pace and master your skills. Be a proud KU Alumni.
THANK YOU FOR ATTENDING!

Homework

• Finish any incomplete work in your Participant Guide.

• Come prepared with who your target customer is and the problem or roadblock in their way that you help them solve.

• You should also be able to identify the desired end result of taking your course or coaching from your customer's perspective.