

HOW TO FIND YOUR

BRAND IDENTITY

FOR THE BRANDS OF TODAY



PREPARED BY

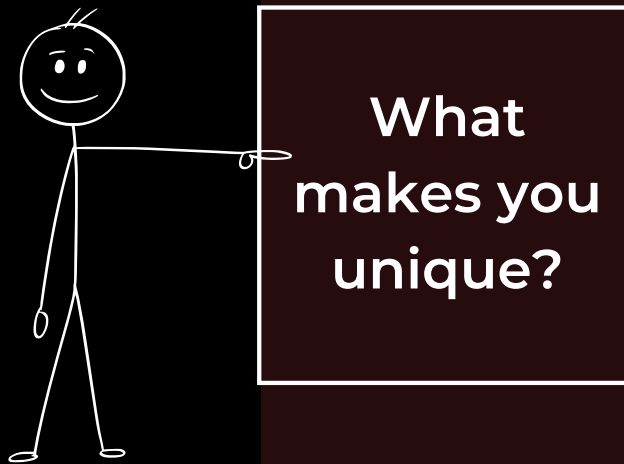
Manu Migoz



Mm

Brand Identity

Brand identity starts by defining what makes you, you. What makes your brand, your content, and what you make different from what already lives online? That which separates you from the bunch, that which makes you unique.



Having a unique attribute in your brand is your responsibility. Being unique is the ability to be easily recognized by other brands in your niche. Just think of an answer for the following questions:

Can people relate to my content?

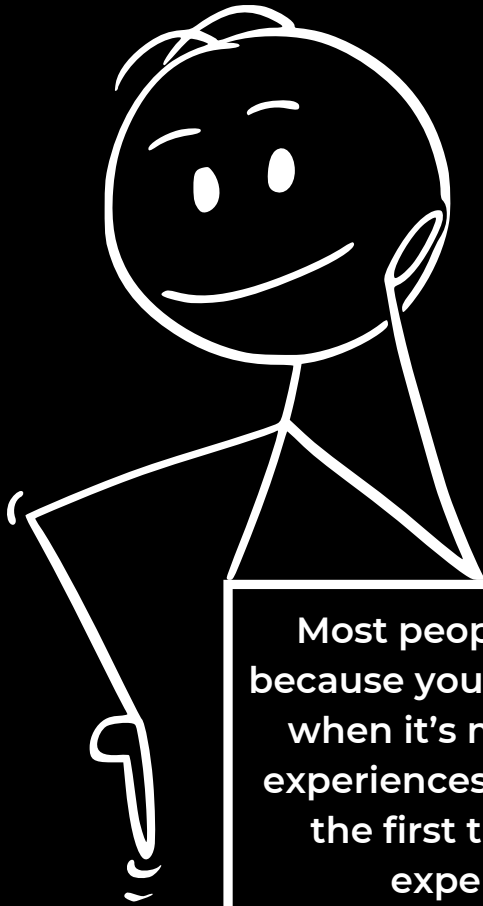
What's my story?

Do my fans know about it?

Am I giving more value than I am asking?

A stylized, handwritten signature in black ink, appearing to be the initials "Am".

Then...



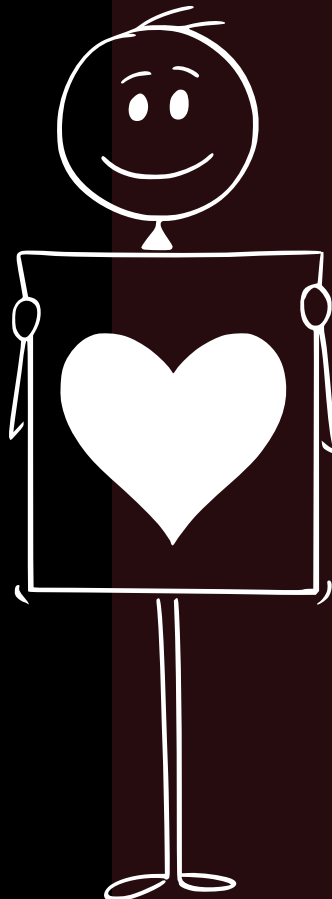
**HOW COULD I
IMPROVE
MY BRAND?**

Most people don't share content with their friends because you asked them to. Most people share content when it's memorable, different, and unique to their experiences. For most people, seeing your content for the first time should be something they've never experienced it the way you presented it.

- Dare to be different but don't try to reinvent the wheel. Model the top brands which are in the same category as you and model only the top-performing content. Soon enough you will build your very own unique framework onto it!
- Every brand has a voice, the voice in your brand is often like your signature in the world. Your way of telling a story is yours only, and this way of communicating is your brand's voice. Let your brand's voice develop and change over time. Let it evolve for the best!

Now think:

what should my fans remember me for,
what makes my brand unique?



What's your answer?

A large, empty rectangular box with a thick black border, intended for the user to write their answer to the question above.

Mm

Now lets establish your brand:

During this section, I'd like you to brainstorm and list your passions, interests, and skills. Try to imagine how you could make content out of everything you list. (Content: can be writing a letter, making a video about it, or chatting in a podcast about it. In short, content is everything that can be felt via your eyes, ears, or both).

- LIST YOUR - *Interests*

1	(for example: "I am one of the best Warzones players I know", or "I like going on mountain hikes).
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Now lets establish your content pillars:

Out of the 20 previous interests you picked, choose between 4 to 8 interests, skills, or passions to establish your new content pillars.



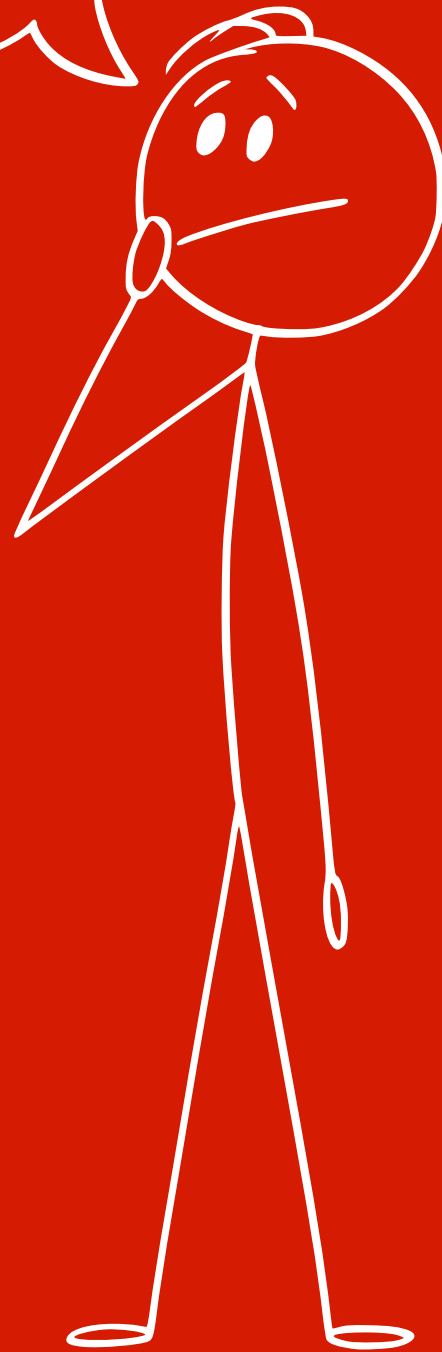
- LIST YOUR - *Content Pillars*

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But now,
how do I use my
newly established
content pillars to
create content?



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Now think:

What would you like to create using only your content pillars as base for your ideas?

- LIST YOUR -

Content Ideas

1	(for example: "I want to document my fitness routines with high resolution, with my music and upload it to Tiktok).
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Mm



Now create a pool of
Inspiration:

List 10 Content Creators
or Brands that inspire
you?

- LIST YOUR -
Favorite Brands

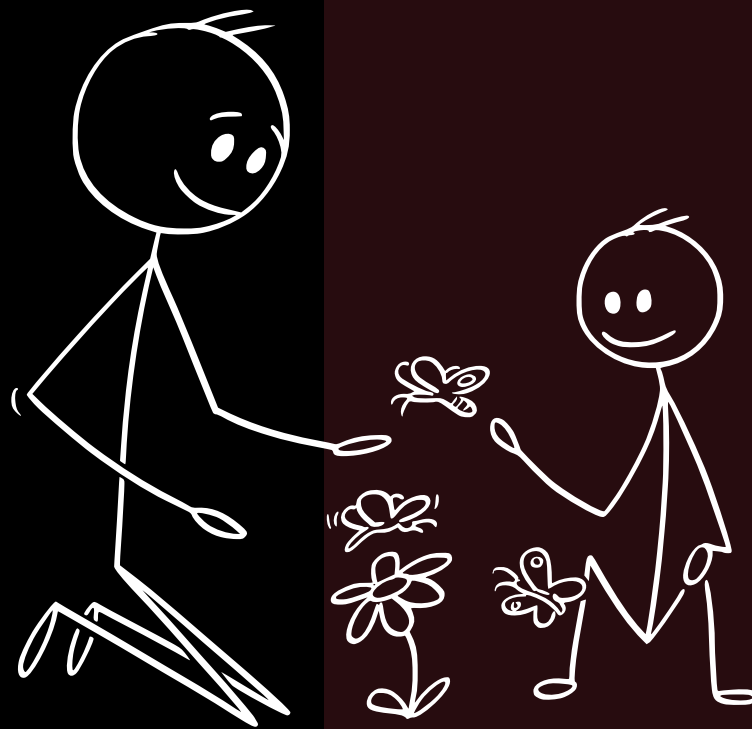
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Now think:

What about these brands made me like them so much that I chose them to be my pool of inspiration? What makes this brands and content creator unique?



What's your answer?

A large empty rectangular box with a black border, intended for writing an answer.

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Congratulations!!!

You've finished the exercise and completed every section of this mini-course. Now you can go, take your preferred device for content creation and start creating!

I sincerely appreciate you taking the time to finish all the exercises and by doing so, I hope that you discovered and learned something new about your brand and goals.

Best of luck to you!

Sincerely,

- Yours truly

- Manu Migoz -