# Lean Brand Worksheet

**BUILDING AN AUDIENCE WITH YOUR CUSTOMERS**

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## What is a Lean Brand?

A brand is not a logo. It's not a company. It's a relationship that an organization builds with its audience. It serves as a guide for consumers navigating a complex marketplace and choosing the product or service that connects with their values.

A "lean brand" is the strategy of **BUILD** + **MEASURE** + **LEARN**, an iterative method for developing innovative product experiences in the Lean Principle. It's the simplest, most fundamental connection you can make with people, and one which grows through feedback and conversation with your customers.

**A lean brand is not built. It's co-created with an audience.**

## Let’s start with these 3 questions ...

Who are your primary customers?

What is the big problem you’re solving for them?

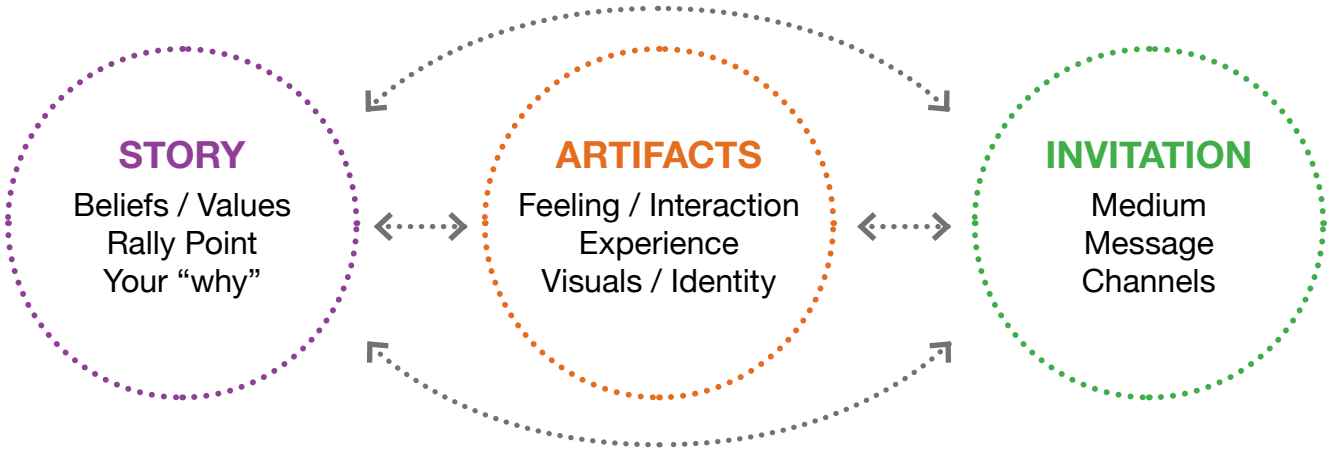
How do you do this better than other similar businesses?

# Now we can start building your Lean Brand strategy.

Your answers to those last questions are critical to developing the most basic elements for a practice in Lean Brand strategy. These elements are:

**YOUR STORY,** or how customers discover a connection with you.
**YOUR ARTIFACTS,** or the visuals and symbols customers see for an emotional connection with you.
**YOUR INVITATION,** or the places and spaces in which customers connect with you.

Over time these elements will pull customers into a relationship with your organization and develop into a lasting, more meaningful, co-creation experience. The following exercise will help you define your story, your artifacts, and your invitation in order to discover your **POSITIONING STATEMENT**.




**With each page and answer, be sure to save this document so you don’t lose any work.**

## Story

What is your brand story? What are your beliefs, your rally point, and your “why?” What are the values, aspirations and causes that connect you with your primary customers?

*Write your answer(s) here.*

## Artifacts

What is unique about your company? How would you describe your identity? What is the creative connection customers will have with you?

*Write your answer(s) here.*

## Invitation

How do you want customers to find you? What is your medium, your message, and what are the channels you share? What are the places and spaces that customers will connect with you?

*Write your answer(s) here.*

# Your Positioning Statement

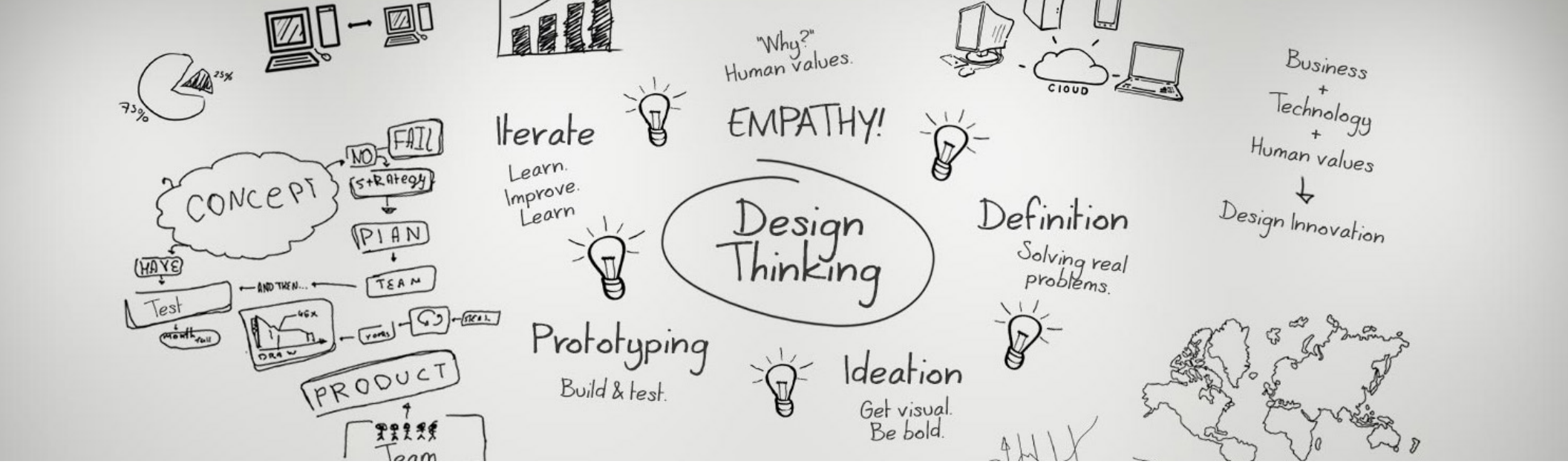
A positioning statement should be a bold and exceptional description of your organization using the 3 basics from the previous exercises. When you isolate your unique identifiers, a positioning statement looks like this:

Target Market + Company + Point of Difference + Reasons to Believe + Frame of Reference + Brand Promise

Here's an example:

For social innovators and entrepreneurs, Nic DiPalma Creative will help you discover your unique, creative advantage for developing breakthrough ideas in your organization. Nic DiPalma Creative is a team of "compassionate creatives" with over 150 years of cummulative experience in design and creative thinking. Our expertise in developing dynamic teams, converting challenges into "hard fun", and practicing human-centered design promises to help you build a culture of limitless creativity and innovation.

*Write your positioning statement here.*




## Congratulations! Your Lean Brand strategy is ready!

You might still need to choose a logo, a color palette or a typeface, and some imagery to build your website, but you've just developed the basic principles to help you make these and every other key strategic decision for your organization.

Still not feeling confident about your brand? That's a good sign, actually. It means you need to get your ideas in front of real people, listen to what they say and watch how they interact with your business. Brand marketing communication includes and listening to your customers. Practice empathy.

Go out and learn, then come back to this worksheet frequently to review your answers. Save each version separately to see how your brand gets stronger with each iteration.

Just remember: Your lean brand is not built. It's co-created with your audience.