

Your Better Brand Tools: Foundational Brand Insights

Core Four Analysis Template and Guide

**“Live as if you were to die tomorrow.
Learn as if you were to live forever.”**

Mahatma Gandhi

Table of Contents

- 02..... Introduction
- 03..... Evaluate Your Business
- 04..... Evaluate Your Industry
- 05..... Analyze Your Value-Proposition
- 06..... Analyze Your Messaging
- 07..... Your Completed Cour Four Analysis
- 08..... The Power to Succeed in the Palm of your Hand
- 09..... Bring your visions to life, establish, and improve your brand’s authority.

Identify, benchmark, and clarify the fundamental details of your; brand, industry, value-propositions, and messaging.

Too often, creative design, digital marketing, and website experience solutions fail due to a lack of understanding, clarity, and direction. Successful, value-driven brands start with a clear understanding of four critical components that impact everything they do. The Core Four Analysis template and guide helps you identify, benchmark, and clarify essential details of your business, industry, value propositions, and messaging.

Stop wasting time and money on ineffective, creative design, digital marketing, and website experience initiatives. Equip yourself with the necessary details you need to create with a purpose. Start your journey towards generating more leads, increasing your revenue, and improving your brand as an authority.

When you complete your Core Four Analysis template and guide, you will:

- Analyze and clearly define why your brand exists
- Analyze and create an overview of your industry
- Identify how you stack up against your competition
- Clearly define what problems your brand solves for its customers
- Clearly define and summarize your value propositions
- Analyze and explain key principles of your messaging

Our Advice:

Use this PDF to benchmark how much you truly know about your business, industry, value proposition, and messaging. If you have a great understanding of the questions asked in this PDF already, populate the questions asked to facilitate your execution of the rest of the exercises.

Get Started

Grab a pen or pencil, print out your guide and kick-off your discovery & growth session.

Core Four Analysis Template and Guide

Complete each of the following sections to the best of your ability.

It's essential to be as honest and accurate as possible with the information you include in your Core Four Analysis. Use the free template and guide PDF to the best of your ability and answer each corresponding block of your Core Four Analysis template and guide.

Business

Evaluate Your Business

The first step of your Core Four Analysis is evaluating your business. Great brands succeed because they define, behave, and stay consistent in all things they do. Understanding your business means looking inward.

Ask Yourself

- Why does my business exist?
- What problem does my business solve?
- What is the vision for my business?
- What is the mission of my business?
- What are my guiding principles or core values?
- How will my brand's actions support those values?
- How long have I been in business?
- Where do I want to take my business?

Remember

Looking inward at your business will allow you to identify your "Whys and Whats" that are the driving forces for everything your brand does. If you are an existing business, reflect on how accurate your responses are to your current brand initiatives. If you are a new business, be thoughtful about what you are looking to accomplish.



Analyze Your Value Proposition

With an understanding of your business & industry, you are ready to define how you create value with your product, service, or idea. A clearly defined value-proposition will facilitate your opportunities to convert your target customer. For each value proposition, ask yourself the below.

Ask Yourself

- How does your value proposition make your customer’s life better, easier, or both?
- How many of Maslow’s Hierarchy of Needs does your value proposition tap into?
- Can you value bundle this offer with another of your value propositions?
- Does your value proposition provide any secondary benefits?
- How will do you deliver on your value proposition?
- How much does your value proposition cost your customer?
- How much does your value proposition cost you?
- Do you have any customers paying for your value proposition?

Remember

Fill your customer’s cup first, and yours will soon overflow. When you create your value propositions, take time to identify the value you are providing and how you make your customer’s life easier, better, or both. Creating a high-value high-ticket offer comes from understanding your customer’s needs.

Analyze Your Messaging

The final step of your Core Four Analysis is your message. With an understanding of your brand, industry, and value proposition, you can now carefully craft how you want to position your brand and engage your customers. Your message is the most visible part of your positioning, so be thoughtful when crafting your messaging.

Ask Yourself

- How much do your target customers know about your brand?
- How do you want your customers to perceive your brand?
- What is the primary message you need to communicate to your entire customer base?
- What messages do you need to communicate to your segmented customer groups?
- How do you communicate your mission and values in your messaging?
- How does your messaging differentiate you from your competition?
- What questions may your customers have about your brand?
- What is your brand's story?
- What is your brand's voice?

Remember

Your messaging helps bridge the gap between what can be conceived and what is true about your brand. Taking the time to define your messaging will ensure that you effectively communicate to your customers with clarity and consistency.



Your Completed Core Four Analysis Template and Guide

Whether you are a founder or executive level manager, identifying and clarifying your brand's essential details will provide you with the insights to create value-driven solutions. Use the information collected in this exercise as a baseline of data to reference as you complete the remaining PDFs, develop strategies to generate more leads, and position your brand as an authority.

✓ Your Next Steps

Now that you have a basic overview and understanding of the necessary foundational details, you need to create value-driven solutions. The next step is to create a comprehensive overview of your business model to identify and structure your business strategies and value driven-solutions. Keep this PDF handy, as you can apply the information you capture in this exercise to the guides in the "Fundamental Band Insights" series.

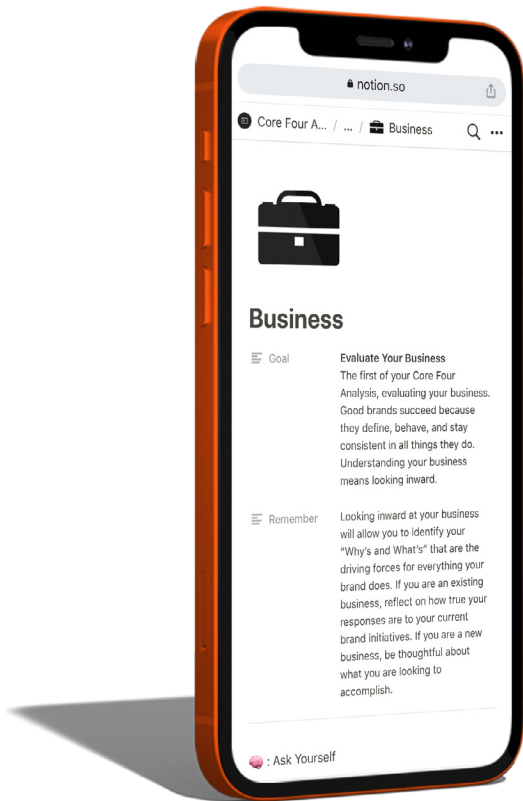
[Get Started Here](#)

★ Your Quick Win Strategy: Competitor Audience

Now that you know who have an idea of who your direct competitors are and have a basic overview of their positioning. Take the time to develop strategies for targeting customers relevant to your brand. Targeting people who purchase or engage with your competitors will allow you to tap into an audience base that has already indicated an interest in similar products or services like yours.

Use Facebook and Instagram to engage with your competitor's followers. Be the engager to let them know your brand exists. Like and comment on relative photos or send them a discount code. Identify if they belong to any relevant Facebook groups and join the ones they do, share relevant articles or information from various content published, not just your own, as you begin to position yourself as a resource for knowledge. Plant the seed for organic growth.

The power to succeed in the palm of your hand



Your Core Four Analysis Notion Template & Guide

- ✓ Stay organized and on track.
- ✓ Take control from anywhere.
- ✓ Collaborate & manage with ease.

[Get My Free Template](#)

Organize Your Work

We understand how difficult it can be to stay organized with all the various PDFs and templated exercises for improving your brand's success. Stop feeling overwhelmed and unorganized get your FREE Core Four Analysis Notion template and guide. Enjoy the power and structure to organize and improve your brand's authority from the palm of your hands. With the confidence, organization, and accessibility you deserve.

[Get My Free Template](#)

Bring your visions to life, establish & improve your brand's authority.

Establish and improve your brand's authority through the development of your creative design, digital marketing, and website experience.

[Schedule Your Goolge Meeting](#)

Everything You Need To Succeed

Every business owner needs their brand to be the point of authority for their respective industry to secure growth and success. The problem is 81% of consumers state they need to trust a brand before engaging in business. We know too many missed opportunities are due to low perceived brand value. Lack of effective digital marketing initiatives. Negative website experiences and nonexistent application of today's best practice technologies.

At Flaco Creative, we believe every founder & executive-level management team should have the power of a one-stop creative firm that can lead the entire development of their brand's authority. We help you establish and improve your brand by planning, creating, executing, and managing today's best practices for your creative design, digital marketing, and website experience initiatives. Stop missing out on new opportunities, customers, and revenue.

Schedule your Google meeting today with our founder and creative, Jerry Hernandez. Learn how we can help you position your brand as an authority and bring your visions to life.

[Schedule Your Goolge Meeting](#)

I am looking forward to the opportunity to discuss how we can help you establish your brands authority. Schedule your free 30 minute Google meeting & consultation now.



Jerry Hernandez
Founder & Creative

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