

Brand
GL●**OW** **UP**
Kit

BAREFOOT BRANDING

Easy DIY Brand Strategy Kit & Mini Course

- Goals & Vision
- Research Q's swipe file
- Your Why
- Values & Beliefs
- Your lighthouse statement
- Archetypes
- Colours



Hello! I'm Stacey and I'll be your guide during this Brand Strategy process.

Note It's important that you don't judge yourself during this process too - put judgement to the side. Follow the process judgement free and see where it takes you. Take this time to invest in yourself, so often are we there for others but more rare is when we invest in ourselves and our precious dreams.



START HERE: Where are you NOW?

Current status - the truth

Write down your current status - the truth of where you are right now.

*This is a **self-audit**, not a goal setting exercise. How do you feel currently?*

Q. Describe your current average day: How long do you work? Whats your morning like etc?

Morning: e.g. eat breakfast, drop kids at school, commute, meditate etc

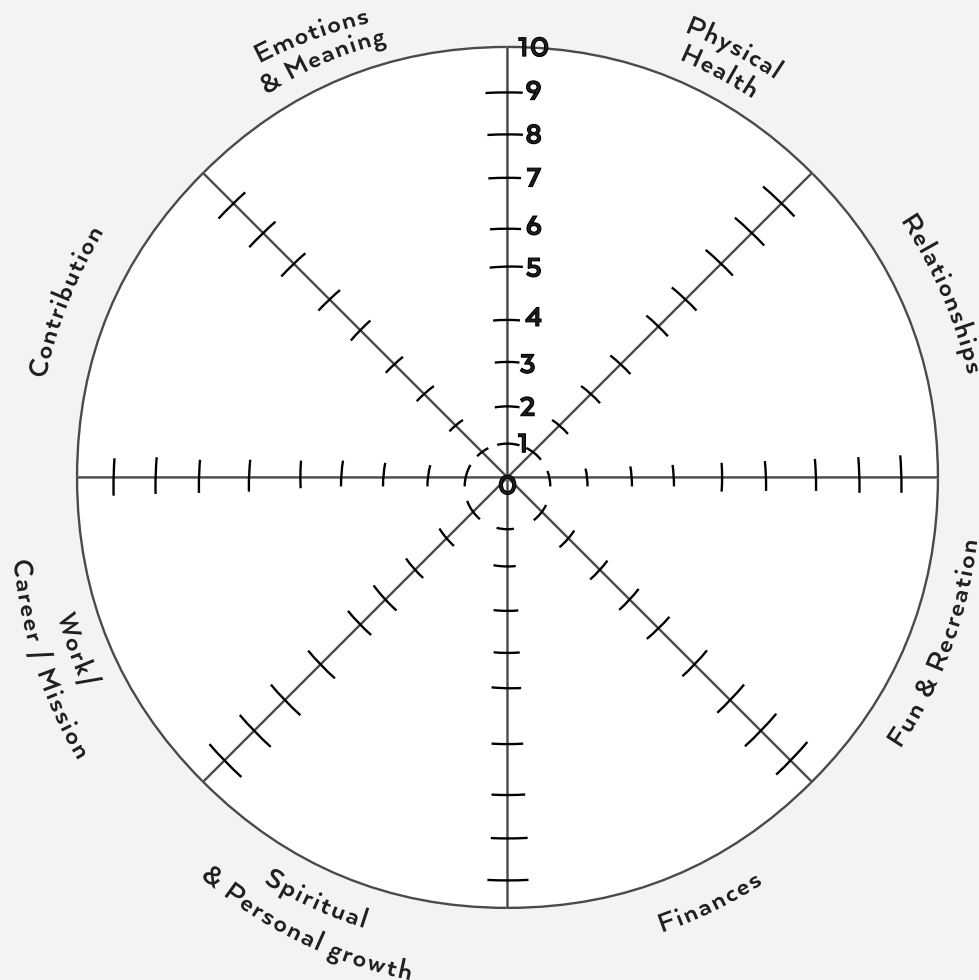
Day: How many hours per day do you work? Where do you eat your lunch? etc.

Evening: e.g. Gym, cook dinner, cleaning, washing, kids bathtime etc.

Q. How much money are you currently making? (Each month)

Q. What do you feel like is the biggest problem in your business right now?
What sucks? What is in-efficient? What do you dislike doing?

Look at the wheel below and notice the “0” in the centre as your starting point and 10 on the edge. Taking one area at a time, grade yourself on a scale of 0 to 10, of where you are today vs where you really want to be. For example, you might rate yourself a 5 in your finances, and a 7 in physical health.



Once you’ve drawn the lines across each section rating yourself on a scale of 0-10, colour in each section to get a picture of where you really are in each area.

What do you WANT? *Let's dream!*

First, if you haven't already, go and listen to the visualisation meditation inside of your Thrivecart member area then fill in the below.

What would be really cool if you had it? This exercise is to write down the most exorbitant, lavish, outrageous, unrealistic, and extravagant things you can dream up. Just keep writing, think as big as you can, no judgement, and write down everything you can possibly dream up. Seriously. Don't worry if you think "that's not realistic", I'm now giving you permission to ask for whatever you want, people often tell you your whole life have to keep living in the realistic box. No more realistic box.

EXAMPLES: Do you want to live in Greece? Do you want a yacht? Do you want to be able to have a massage once a week? Do you want to be able to retire your partner? Do you want to be able to pay off your parents mortgage? Do you want a private chef to cook you nutritious fresh fruit platters everyday? A sauna in your house? Multiple houses that you can travel between during summer and winter - one in the city, one surrounded by lush nature or the ocean? Indoor heated pool? Heated floorboards and a fireplace next to your bath with the gilded feet? A tv that retracts with a remote? The car of your dreams? Give thousands to charities once a month? Eat every meal out at a restaurant? High five the Queen and dance with bellasconi and climb on the statue of David and kiss the pieta?

Get specific and fill in at least 10 things you can think of 🙌

"Nothing was ever created by a human being that was not first created in the imagination through desire and then transformed into reality through concentration" - Napoleon Hill

Now let's zoom out a little bit further.

Where are you going?

THE DAN SULLIVAN QUESTION

Dan Sullivan says "Asking yourself this question has power for a number of reasons."

First, it sparks your mind to imagine your future, and you can *paint the picture however you want* - as we grow older we learn the boundaries of what we "can" and "can't" do.

[@alongcameabby](#) displays this perfectly on Tiktok

The Dan Sullivan question will help you see *the big picture* - for your life and your business.

The reason we start with these questions is to begin from a place of possibility, of wild imagination, to tap into your deep inner knowing away from what you are 'supposed' to be doing. At the core of the question is the belief that your future should be brighter than your past - that's the goal at least. Tap into your imagination and use it to focus your path.

Transform your future

Q. *If we were having this discussion three years from today, and you were looking back over those three years, what has to have happened in your life, both personally and professionally, for you to feel happy with your progress?*

YOUR WHY

These are really simple questions, but potent ones.

Sometimes it's the simplest things that give us the clearest answers we need.

Q. *You signed up to this course for a reason, what is that reason?*

Q. *What do you want your business to achieve?*

Q. *Why are your goals are important?*

To have more free time with your family? Do you want to give back to the community? Is it so you can travel more? Is it so you can live up to your full potential? If its financial freedom, why do you want financial freedom?

“The issue with most people is that they simply don’t go deep enough into their hearts and souls to find out the truth about why they want what they want. And without a depth of purpose, you can’t push through your most challenging times.”

- Dean Grazioisi

Q. *What do you need to learn or DO to achieve these goals?*
e.g. Who do you need to hire? What do you need to do exactly?

Q. *What do you think has kept you from achieving your goals to this point?*

Your Soul Anchor

(Aka 7 Levels Deep)

[Dr. Nicole LePera](#) (*The Holistic Psychologist*) she says we are only operating day to day in the conscious mind - at - do you want to have a guess how much? **50%** - half? Less? **20?** Not even. **It's 5%.**

5% in our conscious mind. Change is **HARD** and our brains don't like to do difficult things, it takes too much energy. We like to stay with our patterns and habits, so we're here to shake it up and **WAKE** up your conscious mind.

Your success in business is directly related to your why. I want to introduce you to a process from Joe Stump called 7 levels deep. I'm calling it your *Soul Anchor*.

Joe Stump recommends that you do this exercise more than once, **up to four times a year**. So even if you've done your why before, each time you do it you might find something new gets unearthed, so even if you've done this before do it again now. People pay Joe Stump something like \$25,000 to do this process so you can imagine how impactful this process is.

Example below on how to complete the exercise:

LEVEL 1: *What is important to you about becoming successful?*

A: *I want to be able to live life on my own terms*

Now take your answer, and go to **LEVEL 2**.

Say for example you said "I want to live life on my own terms".

Then we go to **LEVEL 2**, and **begin the question with "why is it important to you to..."**

LEVEL 2: *Why is it important to you to live life on your own terms?*

A: *So I can make my own decisions*

The first answers come easy.

Around the 3rd answer is when it starts to shift from your head to your heart. Before answering really sit with whats coming up, take some deep breaths and place a hand on your heart.

LEVEL 3: *Why is it important to you to make your own decisions?*

A: *To prove to myself that I'm capable*

LEVEL 4: *Why is it important to you to prove that you're capable?*

A: *I want to have confidence*

LEVEL 5: *Why is it important to you to have confidence?*

A: *So I can go out without worrying what people think of me*

LEVEL 6: *Why is it important to you to not worry about what people think of you?*

A: *Because I want to be free of concern*

LEVEL 7: *Why is it important to you to be free of concern?*

A: *Because I want to live life to the full*

LEVEL 1: *What is important to you about becoming successful?*

Now take your answer, and go to LEVEL 2.

Say for example you said *I want to live life on my own terms*. Take your answer and go to LEVEL 2, and ask, “Why is it important you live life on your own terms?”

Continue on until you reach level 7.

LEVEL 2:

LEVEL 3:

LEVEL 4:

LEVEL 5:

LEVEL 6:

LEVEL 7:

*Don't judge your answers. Go through the process and answer these questions for yourself. **Remember**, fire your judgemental thoughts about yourself into the sun and watch them sing on the surface.*

"It's the number #1 tool that sets in your foundation, it anchored me in my soul."

- Dean Grazioisi

START WITH RESEARCH

YOU CAN'T ASSUME YOU KNOW WHAT PEOPLE WANT.

Get feedback from your customers, allow the feedback loop to grow the brand - the old model of *"build it and they will come"* is outmoded, outdated. Getting feedback from your customers can help you validate your business idea, and innovate with new product ideas, to make sure people actually want what you sell as needs change in the marketplace.

Something that I keep coming up against again and again, is where clients won't actually do the research necessary to find out what their clients actually think, and what they actually want. They speculate and guess, and fill in questions to answers they think they true, but the BIG problem with this, is they are **GUESSING**. When you do this, you're actually making your job harder. You're delaying the pain of having to ask them now, but I can tell you it will cause more pain in the future when you try and write copy for your business - that's the greater pain so just know that a little pain now of doing this research will save you more pain later.

This step is one I see many people skip, and I HIGHLY recommend you don't do that.

A few notes: Don't be afraid to ask questions. We often underestimate peoples willingness to answer questions.

Don't worry if you don't think you're going to 'get it right' and ask the **RIGHT** questions right off the bat. Leave yourself open to be a little flexible since your initial business idea might be a bit off the mark and you may want to stay open to your customers needs and pain points.

ARE THEY TELLING THE TRUTH?

Or are they painting a rosy picture to make themselves look good?

Or are they giving you the answer they think you want to hear?

Don't ask questions you can get a yes or no answer to, instead, guide them with open ended questions and dig in and find out what's really going on for them.

When you do get on a call with people have your questions listed and ready to ask. Tune into your intuition and feel if they are being really truthful about what they're expressing to you.

DIGGING FOR GOLD

Dig deeper if you need to. You can ask them *"why?"* Maybe what the person you're interviewing is saying they want, isn't actually what they really want. It's important to get down to the base of their fears, pain points, and anything they're having trouble with. Most products are invented when someone finds a gap in the market, and solves a problem. Consider Sara Blakely the world's first self made female billionaire - who invented Spanx, because one day she cut off the ends of her tights because they were annoying her.

PLEASE NOTE

You don't need to use **ALL** of these questions I've supplied! Choose the ones you think are the most appropriate for you.

AND I've also had people **that DIDN'T** fill in the blanks with their product and send out the questions! 🙄 So make sure you fill in the blanks (pink sections) with your product or service and tweak so it suits your purpose.

Here's an example of one of the questions filled in:

E.g.

What's the biggest pain for you around **[problem, frustration, issue]**?

Fill in with: What's the biggest pain for you around **losing weight**?

Side note: Make sure you **ALWAYS** record the conversation! If you use a program like zoom.us you can set the meeting up to record automatically - so once you get going so you only need to worry about asking the questions and tuning in. If it's a phone *only* interview, I put my phone on speaker and record with the computer.

Sample list of Q's on the next page.

When you listen to the recordings back, *transcribe your findings, word for word*. You can use software like [Descript](#) to do this. Be sure to pay close attention to the specific language your ideal clients are using because that will come in handy later for your copy on your website. You can have the interviews transcribed with a service like rev.com, but I like doing it myself so I can listen carefully and go over the interviews again myself.

RESEARCH QUESTION EXAMPLES

Pick and choose which questions you want to use!

1. What are you dealing with right now? What are your big struggles?
2. What's the biggest pain for you around **[problem, frustration, issue]**?
3. What challenges are you facing in this area? What's your biggest frustration?
4. What are your biggest goals right now?
What do you want to change this year?
5. If you could wave a magic wand and solve your biggest problem, what would that look like for you?
6. How important is this for you to handle right now?
7. When did you realize this was a problem?
8. Is **[whatever you help with]** important to you or your business?
Why / why not?
9. What would life be like if you could focus more on **[whatever you help with]**?
10. What does success in your industry look like to you?
11. How would you know if you've succeeded in your industry?
12. What does it look like when you're doing amazing in this area? Paint me a picture.
13. I'm working on a new idea for _____
[fill in with your product, project, service] and I'm curious...
14. What frustrates you about this kind of product or service?
15. What results do you see when **[whatever you help with]** is running at 100% and you're killing it?

16. What would your life / business look like if this problem were gone?
How would it feel?
17. What's keeping you from changing this area right now? What's kept you from improving?
18. What have you already tried in this area? What frustrations did you have? What haven't you tried and why not?
19. Have you tried any initiatives to improve **[whatever you help with]**?
What results did you see?
20. Have you paid anyone to help you with **[whatever you help with]**? What was that experience like?
21. How much would you *expect to pay* for a product or service like this?
22. Did you see the results you wanted to see? What didn't they deliver?
23. What do you wish companies/brands/providers in this industry understood about you?
24. What people or resources do you look at when you have questions in this area?
Where do you look for answers? Why do you value that resource or person?
25. What websites do you read? What books?
26. If you could guarantee that this problem would be solved right, would you pay for it? Have you paid for anything like this in the past?
27. If money were no object, what kind of product/service would you buy?

Too many to choose from? Check the next page



MY COMPILED QUESTIONS

Sometimes people find that many questions overwhelming so if that's you, here's a shorter list:

1. What are your biggest struggles right now? What keeps you up at night?
2. What's the most annoying thing for you about **[problem, frustration, issue?]** What frustrations did you have?
3. What have you already tried in this area? What haven't you tried and why not?
4. What are your top 3 daily frustrations when it comes to **[problem, frustration, issue?]**
5. Is **[whatever you help with]** important to your or your business? Why / why not?
6. What frustrates you about this kind of product or service?
7. Have you paid anyone to help you with **[whatever you help with]**? What was that experience like?
8. Did you see the results you wanted to see? What didn't they deliver?
9. What do you wish companies/brands/providers in this industry understood about you?

Let them describe it. Ask open ended questions - and *try as hard as you can to stay quiet while they speak*. So ask the question and hold your breath, sit on your hands, **try as hard as you can not to suggest an answer** or you might influence them and what they say and skew your results. Remember the reason you're doing this is because you want to hear what they say, you already know what you know inside your own head, but now we want to find out what's inside theirs.

VALUES

“Every individual has a set of priorities. A set of values. Things that are most to least important. Anything that is low on your value that you do, devalues you. And anything that is high on your value, that you do, values you. So anytime you’re doing things that are low on your values you’re devaluing your life. The hierarchy of your values dictates your destiny. The most meaningful, the most purposeful the most inspiring the most fulfilling thing an individual can do is to fulfil that highest value. And anytime you take an action that is congruent and aligned with that; you excel. And anytime you set a goal that is aligned with that highest value because you’re disciplined, reliable and focused; you automatically achieve it. Your self worth goes up, you end up walking your talk. And you wake up your leader. *Your vitality in your life is directly proportioned to the vividness of your vision.* And your vision is crystal clear to the degree of your congruency - and anytime you compare yourself to others, minimise yourself and exaggerate them and inject values from them into your life you cloud the clarity of that mission. Your highest value is your purpose and mission. You will never awaken your maximised leadership potential living by lower values.” - **John Demartini - author of The Values Factor: The Secret to Creating an Inspired and Fulfilling Life**

In order to grow and prosper in your business (and your life) you need to become consciously aware of what’s really important and how you measure success or failure. This is the power of values.

What are values?

They are your personal individual beliefs about what is most important to you.

I’m assuming if you’re here it’s likely because you want to fulfil your purpose, and make money while doing it so you can support yourself and your family to live the kind of life you’ve dreamed about.

→ *I believe branding is ultimately about following your truth.*

John Demartini has a values exercise you can also try on his website at:

drdemartini.com/values/



Values - another way to look at it

Reverse engineering.

Here's how to do it:

Think about a time where you were frustrated. Or really really angry. Maybe someone drove into your car, maybe someone didn't show up on time so that got you frustrated or maybe someone ate your lunch in the fridge at work.

What probably happened was that one of your values was violated.

(If you're wondering why I do it this way - just as a side note - it's because your brain has evolved to remember any heightened emotion or experience to either attain it again or avoid it. This means it'll be easy for you to remember a time when you were angry or frustrated.)

Q. *When was a time you were really angry, frustrated or annoyed?*

Q. *What values are showing up through these experiences?*

Beliefs

Brands must represent meanings, not things.

And strong brand beliefs are vital. When your brand represents a meaning, your brand will resonate far deeper with your customers. Iconic brands become iconic because they are defined, they are positioned with intent rather than by accident.

What are beliefs?

Beliefs are something you hold to be true. (Whether they are or not.)

Look at your brand, and ask yourself, what are the beliefs that are implicit to your brand, and make them explicit, make them so clear that children would be able to understand them. There's no room for confusion or doubt. Once you've identified the beliefs that underlie your brand, your customers will pick up on that truthfulness and they will resonate with the beliefs that they share as well.

It's how hugely successful organisations and iconic brands attract the ideal employees and staff, it's the way company culture is developed and it's also how to attract loyal droves of customers and clients.

Think about it. You have a product that might be exactly the same or very close to your competitors. What's going to make the difference and how people will choose you over someone else, is very closely linked to your brand values and beliefs. They are what make you unique.

Q. *What do you believe? What do you hold to be true?*

What's important to you? What do you care about?

Q. *Now condense your beliefs into 3-5 core beliefs you hold to be true.*

Write out the beliefs your brand stands for:

Your lighthouse statement

Your brand purpose is a combination of your values and beliefs. We want to fuse these two together into a sentence that can become your guiding light in your business, like a lighthouse guiding the ships from crashing into the rocks.

There are no hard and fast rules for blending your values and beliefs into a sentence, just speak from the heart.

Q. *Thinking about your values and beliefs, write a sentence that blends your values and beliefs together.*

e.g. We value _____ because we believe in _____

ARCHETYPES

Archetypes are clearly identifiable forms that have specific attributes and traits that are instantly recognisable across cultures, time and place. We see them in fables, in song and in film across the ages. They are fundamental to human culture and are easily recognised.

Archetypes aren't compulsory for you to build a brand, but it might help so I want to give you as many tools as possible so you're as well equipped as possible.

The archetypes can give us a reference point for the realising our vision.

They also may be helpful for when we get to the storytelling module to help shape and characterise your stories.

Here's a table of 12 common archetypes.

<i>Innocent</i>	<i>Explorer</i>	<i>Sage</i>
<i>Outlaw</i>	<i>Hero</i>	<i>Magician</i>
<i>Lover</i>	<i>Regular Guy/Girl</i>	<i>Jester</i>
<i>Caregiver</i>	<i>Creator</i>	<i>Ruler</i>

Innocent

- Optimism and spontaneity
- A golden age / promised land
- The trusting child within

Explorer

- “Don’t fence me in”
- Inner rugged individual seeks new paths
- Braves loneliness and isolation

Sage

- “The truth will set you free”
- Expert, scholar, oracle, philosopher
- Imparts wisdom, understanding, truth

Outlaw

- “Rules are meant to be broken”
- Living in revolutionary times, the rebel
- Weeds the ‘garden’ for new growth

Hero

- “Where there’s a will there’s a way”
- Saving the day, tough and courageous
- Achieving goals, overcome obstacles?

Magician

- “Making dreams come true”
- Knows how the world works, transformative
- Visionary catalyst, innovator, charismatic

Lover

- Love - parental, friendship, spiritual
- Romance (+ heartache and drama!)
- Pleasure, intimacy, commitments, follow your bliss

Regular Guy/Girl

- “I’m OK, you’re OK”
- Down-home, unpretentious
- Empathy, realism, street smart

Jester

- “Come out and play”
- Living in the moment, life is a game
- Turn everything into FUN?

Caregiver

- “Love your neighbor as yourself”
- Compassion, generosity, and selflessness
- Helping others sustains life and health

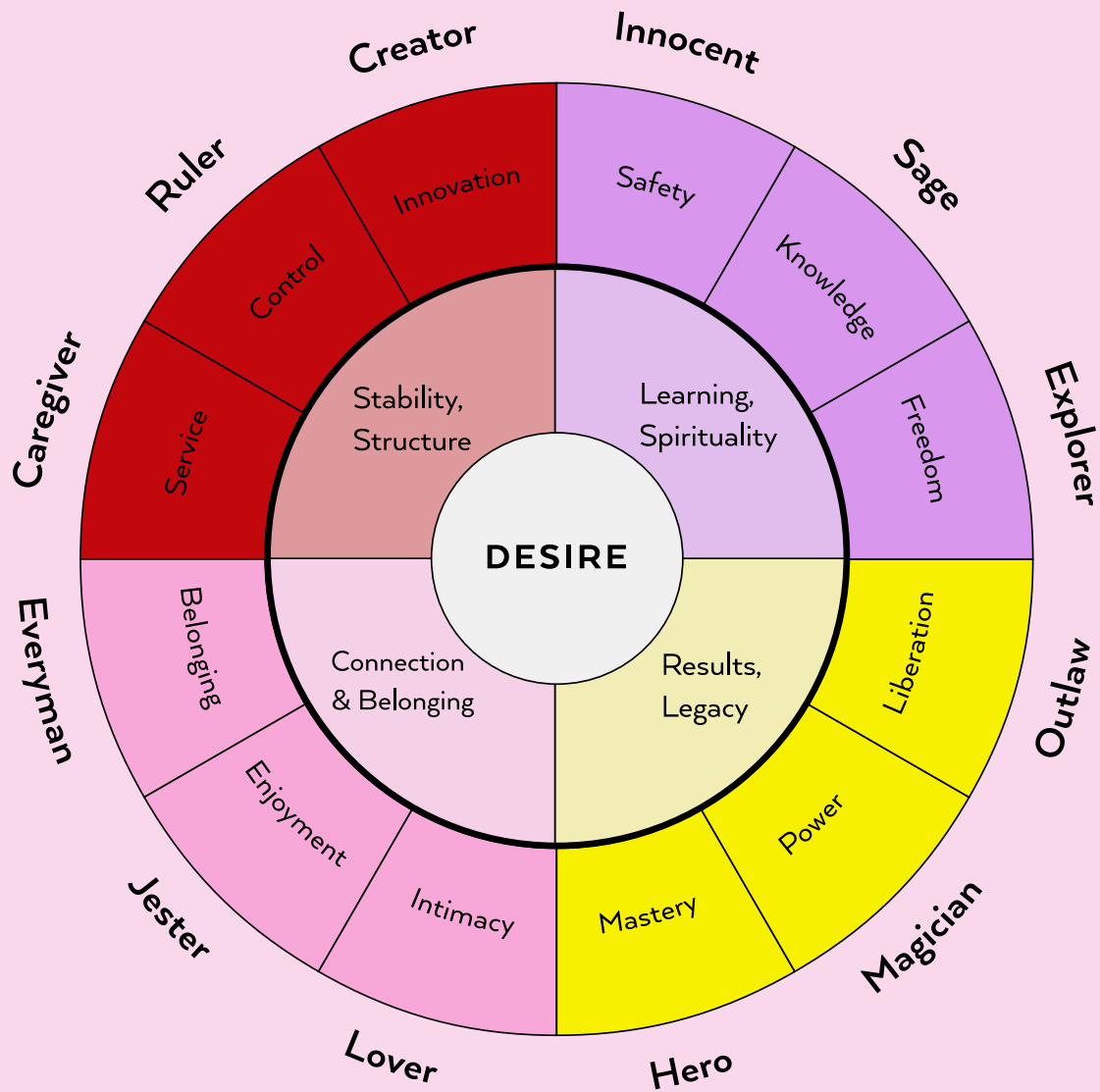
Creator

- “If you can imagine it, you can create it”
- Beautifying your life, inspiration
- Constant new projects, activity

Ruler

- “Power isn’t everything. It’s the only thing”
- Aristocratic, image, status, prestige
- Be in charge and in control

Which archetype do you believe most suits your brand?

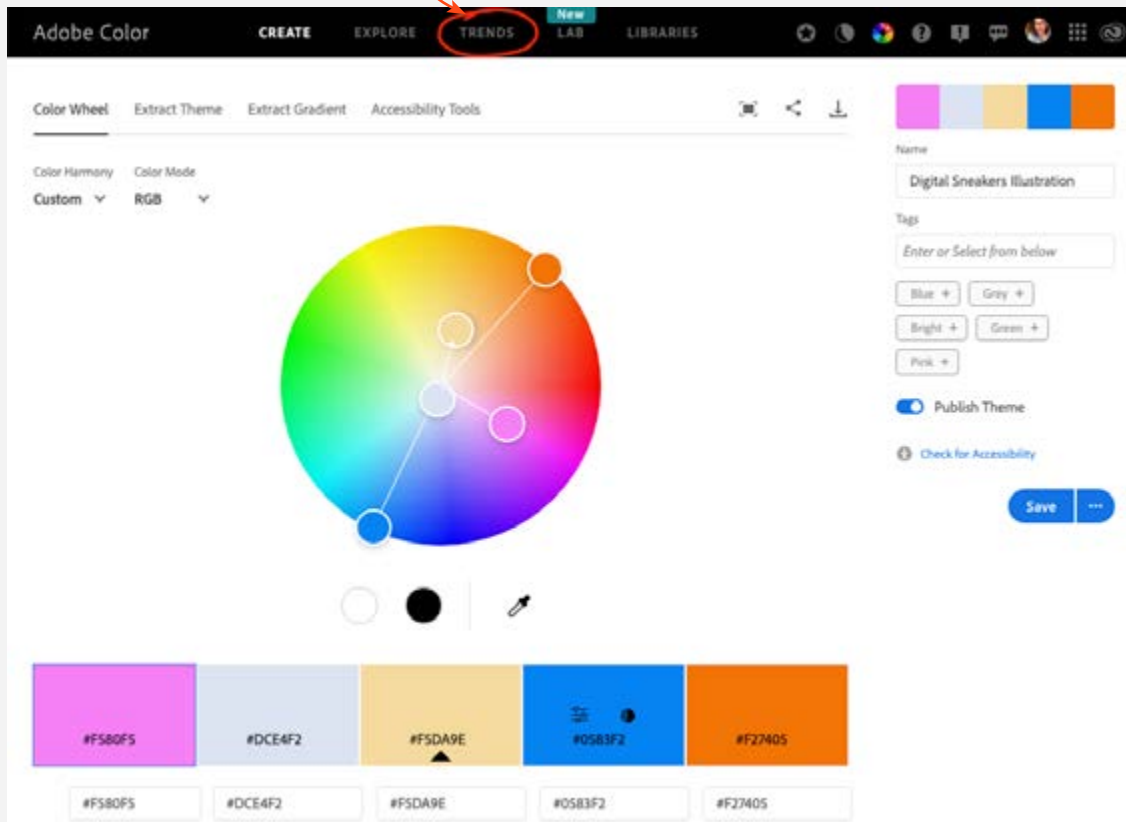


Write your archetype below:

Colours

If in doubt about how many colours you should have, start with just **two** or **three** main colours. Your secondary colours don't feature as prominently.

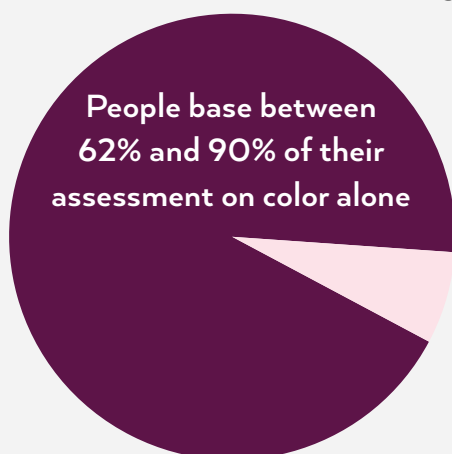
If you're yet to choose your colours, you can use this tool: **ADOBE COLOR** there is a tab at the top of the page labelled "Trends" that you can look at to get inspiration if you need it.



Research reveals people base between

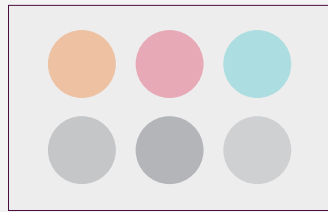
62% and **90%** of their assessment

on color alone.* So you can see how important your colours are.

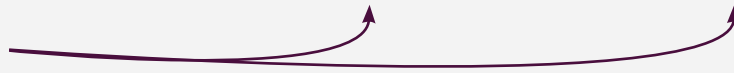
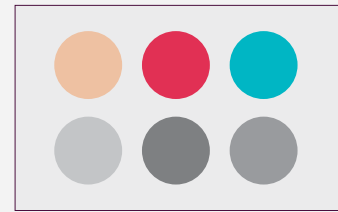


One quick way to see if your colours have enough contrast is to make them black and white. You can have pastel or lighter colours as long as they contrast with more saturated colours.

Too little contrast



Bump up the contrast



Write down your two to three main colours

Write down the hex codes below:

#

#

#

Is this too hard to do yourself? Want a guide to help you dive deeper and extract the soul of your brand?



I can help.
Book in a Brand Strategy
session with me [here](#).



Let's be friends!
I hang out here the most



INSTAGRAM



More resources on my website:

BAREFOOTBRANDING.ACADEMY



*Want to work with me? Have an idea
for a project and want to use me as a
sound board?*

Send me an email:

stacey@barefootbrandingacademy.com

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