The Ultimate Simple Branding Framework:

9 Steps to Define, Position, and Personalize Your Brand

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Hi there, I'm Adriana Soler—a marketing professional with over 20 years of experience, way too much coffee consumed, and an unshakable passion for all things art and caffeinated. I believe everyone deserves to have their own brand, especially in today's digital world where the imprints we leave online shape how we're seen.

This 9 Steps to Branding Your Brand guide is my way of sharing what I know, with no fluff—because who's got time for that? Whether you're building your personal brand or creating one for your business, I hope this helps make the process simple and accessible. After all, branding isn't just for big companies; it's for anyone who wants to take charge of their story in the digital sphere.

Someone once called me a "Lid Lifter" when I posted about this on LinkedIn—and honestly, I kind of love that. That's exactly what I aim to do: lift the lid and give everyone access to valuable information.

If this resonates with you, let's connect on LinkedIn—I'd love to hear your thoughts and see how your branding journey unfolds!

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CONTENTS

Brand Core

Brand Positioning

Brand Persona

BRAND CORE - Part 1 “Purpose”

Define the core of your brand.

	Brand Core	Brand Positioning	Brand Persona
Purpose	*This is where you’ll define your purpose statement as the result of completing the first exercise.*		
Vision			
Values			

Purpose: Ask yourself these three questions:

1. **What:**
   What do you do? (Your products, services, or activities.)
   Example: Electric vehicles and solar panels.

2. **How:**
   What makes you different? (Think values or unique methods.)
   Example: Cutting-edge technology and innovation.

3. **Why:**
   Why do you exist beyond making money? (Your mission or cause.)
   Example: Fighting climate change for a better future.

Purpose example:
Innovating clean energy solutions to combat climate change and build a sustainable future.

Why It Matters

When your purpose is clear:

- You bring your team together.
- You connect more deeply with customers.
- You create loyalty and drive growth.

BRAND CORE - Part 2 “Vision”

Define the core of your brand.

	Brand Core	Brand Positioning	Brand Persona
Purpose	*This is where you’ll define your purpose statement as the result of completing the first exercise.*		
Vision	*This is where your vision statement goes, summarizing the outcome of the second branding exercise.*		
Values			

Vision: Ask yourself these three questions:

1. **Current State:**
   Where is your brand now? (size, customers, market, or startup milestones)

2. **Future Goals:**
- 5 Years: What do you want to achieve? (growth, impact, goals).
- 10 Years: What will your brand look like? (scale, offerings, reach).
- 15 Years: What industry impact will you have? How will you expand?

3. **Ultimate Aspiration:**
- If you achieve everything, how will you change the world?
- Example: “To make every pizza party the best it can be” (A fun pizza delivery brand vision).

Vision Statement example:
The galaxy’s most loved pizza delivery brand. (And remember — its needs to be short and to the point.)

Why It Matters

Your vision is where your brand is going. It inspires big goals and keeps your brand focused on the future.

BRAND CORE - Part 3 “Values”

Define the core of your brand.

	Brand Core	Brand Positioning	Brand Persona
Purpose	*This is where you'll define your purpose statement as the result of completing the first exercise.*		
Vision	*This is where your vision statement goes, summarizing the outcome of the second branding exercise.*		
Values	*Write down your top three to five core values, each with a brief description.*		

Values: Ask yourself these questions:

1. **Start with Experiences:**
   List 3 negative experiences with brands (e.g., poor customer service).
   Think about how those experiences made you feel.

2. **Flip the Negative to Positive:**
   Identify the opposite—what would an ideal experience look and feel like?

3. **Pick 3–5 Core Values:**
   Choose values that align with creating those positive experiences.
   Add meaning behind each value—what they represent and why they matter.

Values example:
Speed: “Hot and fresh in 30 minutes, guaranteed!”
Joy: “Delivering happiness one slice at a time.”
Adventure: “Topping combinations as bold as your taste buds!”

Why It Matters

Your core values are the guiding principles that shape how your brand operates and is perceived. They help define your culture, build trust, and guide decision-making to keep your brand consistent.

BRAND POSITIONING - Part 1 “Audience”

Define the positioning of your brand.

	Brand Core	Brand Positioning	
Purpose	*This is where you'll define your purpose statement as the result of completing the first exercise.*	Audience: *Here you will identify your audience, their challenges, and their desires.*	Brand Persona
Vision	*This is where your vision statement goes, summarizing the outcome of the second branding exercise.*	Market	
Values	*Write down your top three to five core values, each with a brief description.*	Goals	

How to Define Your Target Audience

1. **Create a Profile:**
   Give your audience a relatable persona (e.g., “Late-night pizza lover in their 20s”).

2. **Use a Grid:**

Section	Description	Example
Goals	What do they want?	A delicious, fast, and affordable pizza fix after a long day.
Problems	What challenges do they face?	Finding a pizza place open late with good quality and fast delivery.
Feelings	How do these problems make them feel?	Hungry, annoyed, and craving comfort food.
Desires	What's their ideal solution or experience?	A hot, cheesy pizza that arrives in 20 minutes and hits the spot.

3. **Summarize:**
   Example: “Our target audience is late-night pizza lovers in their 20s who want quick, delicious food to satisfy their cravings after a long day.”

Why It Matters

Understanding your audience helps you connect on a deeper level by addressing their needs, solving their problems, and tapping into their emotions.

BRAND POSITIONING - Part 2 “Market”

Define the positioning of your brand.

	Brand Core		Brand Positioning	Brand Persona
Purpose	*This is where you'll define your purpose statement as the result of completing the first exercise.*	Audience	*Here you will identify your audience, their challenges, and their desires.*	
Vision	*This is where your vision statement goes, summarizing the outcome of the second branding exercise.*	Market	*This is where you'll record the results of your market analysis and write your Positioning Statement.*	
Values	*Write down your top three to five core values, each with a brief description.*	Goals		

How to Analyze Your Market

1. **Identify Competitors:**
   - List 5–10 competitors in your space.
   - Example (Pizza): Big players like Domino’s, Pizza Hut, or local artisan pizza shops.

2. **Find Gaps:**
   - Draw an XY grid.
   - Choose two extremes (e.g., speed vs. quality).
   - Plot competitors to see where the market is underserved.
     - Example: Domino’s might score high on speed but lower on artisanal quality, while a local shop excels in quality but is slower.

3. **Define Your Differentiator:**
   - What can your brand say or do that no one else can?
   - Example (Pizza): “Fast AND fresh—piping hot pizzas with gourmet toppings in 20 minutes!”

4. **State the End-Benefit:**
   - Focus on emotional, intangible benefits, not just features.
   - **Example:** “Bringing people together over bold, unforgettable flavors.”

Positioning Statement Template

- [Brand Name] stands for [one key idea or differentiator] to help [target audience] achieve [emotional/intangible benefit].

Pizza Example Positioning Statement:

“Our pizza brand stands for bold, creative toppings and speedy delivery, helping late-night foodies enjoy a fresh, gourmet experience without the wait.”

Why It Matters: **Market research helps identify competitors, find gaps in the market, and determine what makes your brand stand out. The goal is to position your brand as memorable for one key idea.**

BRAND POSITIONING - Part 3 “Goals”

Define the positioning of your brand.

	Brand Core		Brand Positioning		
Purpose	This is where you'll define your purpose statement as the result of completing the first exercise.	Audience	Here you will identify your audience, their challenges, and their desires.	Brand Persona	
Vision	This is where your vision statement goes, summarizing the outcome of the second branding exercise.	Market	This is where you'll record the results of your market analysis and write your Positioning Statement.		
Values	Write down your top three to five core values, each with a brief description.	Goals	Here, you'll outline your prioritized awareness goals to help define the scope of work.		

How to Set Awareness Goals

1. **Brainstorm Marketing Initiatives:**
- List potential ways to increase awareness.
- Example (Pizza): Website, social media, flyers, email campaigns, partnerships with local events.

2. **Use the XY Grid:**
- Label the Y-axis: High/Low Impact.
- Label the X-axis: Easy/Difficult.

3. **Evaluate Each Initiative:**
- **Ease of Execution:** How easy or difficult is it?
  - Example: Posting on social media (easy), creating a TV ad (difficult).
- **Impact**: Will it significantly increase awareness or drive sales?
  - Example: Hosting a “Pizza Party Night” in partnership with local events could have a high impact

4. **Prioritize Initiatives:**
- **High Impact, Easy:** Do these first (e.g., create an Instagram profile and post enticing pizza photos).
- **High Impact, Difficult:** Plan these next (e.g., launch a delivery app).
- **Low Impact, Easy:** Consider these later (e.g., print branded napkins).
- **Low Impact, Difficult:** Skip these for now.

Pizza Example

High Impact, Easy: Post pizza-making videos on Instagram.
High Impact, Difficult: Create an app for fast online ordering.
Low Impact, Easy: Print pizza box stickers with your logo.
Low Impact, Difficult: Design a billboard campaign.

Why It Matters

Awareness goals help define how customers will discover your brand and prioritize the marketing initiatives that matter most.

BRAND PERSONA - Part 1 "Personality"

Define the persona of your brand.

Brand Core		Brand Positioning		Brand Persona	
Purpose	This is where you'll define your purpose statement as the result of completing the first exercise.	Audience	Here you will identify your audience, their challenges, and their desires.	Personality	This is where you'll present the outcome of your brand personality exercise, describing your brand's personality.
Vision	This is where your vision statement goes, summarizing the outcome of the second branding exercise.	Market	This is where you'll record the results of your market analysis and write your Positioning Statement.	Voice	
Values	Write down your top three to five core values, each with a brief description.	Goals	Here, you'll outline your prioritized awareness goals to help define the scope of work.	Tagline	

How To Define Your Brand Personality

1. **Imagine Your Brand as a Person:**
- If your brand were a person, who would it be?
- Example (Pizza): A fun-loving foodie who's always up for a party and loves bold flavors.

2. **Choose Your Archetypes:**
- Use Carl Jung's 12 archetypes to define your brand's core and secondary personality.
- Example:
  - **Core Archetype:** The Entertainer (fun, engaging, loves to bring joy).
  - **Secondary Archetype:** The Creator (crafts bold, innovative pizzas).

3. **Balance Your Archetypes:**
- Focus on one core archetype (70%) and one secondary (30%) for differentiation.

4. **Form Your Brand Attitudes:**
- **What does your brand love?** (e.g., Bringing people together with pizza).
- **What does your brand hate?** (e.g., Boring, bland meals).

Pizza Example

- **Brand Personality:** A playful Entertainer who makes every meal a celebration, with a dash of Creator to craft daring, unique pizza toppings.
- **Brand Attitude:**
  - Loves: Big parties, bold flavors, and happy customers.
  - Hates: Bland toppings and long delivery times.

Why It Matters

A strong brand personality creates a human connection with your audience, making your brand relatable, memorable, and trustworthy.

BRAND PERSONA - Part 2“Voice”

Define the voice of your brand.

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Vision	This is where your vision statement goes, summarizing the outcome of the second branding exercise.	Market: This is where you'll record the results of your market analysis and write your Positioning Statement.	Voice: Here, you will define your tone of voice—how your brand communicates with customers.
Values	Write down your top three to five core values, each with a brief description.	Goals: Here, you'll outline your prioritized awareness goals to help define the scope of work.	Tagline

How to Define Your Brand Voice

1. **Align with Your Audience:**
- Revisit your target audience profile. Your tone should feel relatable to them.
- Example (Pizza): Speak like a fun, food-loving friend who makes every meal exciting.

2. **Match Your Personality:**
- Your tone must align with your brand personality.

3. **Use Voice Sliders:**
- Define where your tone fits on key spectrums:
  - **Funny or Serious:** Are you playful or professional?
    - Example: Funny, with puns like “Slice, slice baby!”
  - **Casual or Formal: D**o you keep it relaxed or professional?
    - Example: Casual, like chatting with friends.
  - **Sassy or Respectful:** Do you add attitude or stay polite?
    - Example: A little sassy but never offensive.
  - **Enthusiastic or Matter-of-Fact:** Are you excited or straightforward?
    - Example: Enthusiastic: “Our pizzas are the life of the party!”

4. **Fill in the Blanks: Use this template:**
    - **Example: “**We’re funny, but we’re not sarcastic.”
    - **Example: “**We’re enthusiastic, but we’re not pushy.”

Pizza Example
- **Voice:** Casual, enthusiastic, and a little cheeky.
- “We’re playful, but we’re not over-the-top.”
- **How It Sounds:**
  - **Social post:** “Don’t just eat pizza. Experience it. We’re here to make your taste buds dance!”
  - **Menu description: “**Pepperoni Party: A cheesy masterpiece topped with bold pepperoni slices.”

Why It Matters

Your tone of voice conveys your brand’s personality and shapes how your audience perceives your messages. A consistent voice builds trust and familiarity across all communication.

BRAND PERSONA - Part 3 “Tagline”

Define a tagline for your brand.

	Brand Core		Brand Positioning		Brand Persona
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Vision	This is where your vision statement goes, summarizing the outcome of the second branding exercise.	Market	This is where you'll record the results of your market analysis and write your Positioning Statement.	Voice	Here, you will define your tone of voice—how your brand communicates with customers.
Values	Write down your top three to five core values, each with a brief description.	Goals	Here, you'll outline your prioritized awareness goals to help define the scope of work.	Tagline	Finally, include your finalized tagline or slogan options here.

How to Create a Tagline

1. **Start with a Mind Map:**

- Write your brand name in the center and branch out with ideas based on keywords from previous exercises.
- Example (Pizza): Keywords might include “fresh,” “bold,” “fun,” “flavors,” and “fast.”

2. **Explore 5 Tagline Categories:**
    - **Imperative:** Starts with a verb, commanding action.
        - **Example: “**Grab a Slice. Savor the Flavor.”
    - **Descriptive:** Describes your product or promise.
        - **Example: “**Bold Flavors, Delivered Fast.”
    - **Superlative:** Positions your brand as best in class.
        - **Example:** “The Ultimate Pizza Experience.”
    - **Provocative:** Thought-provoking or a question.
        - **Example:** “Craving Pizza? We've Got You.”
    - **Specific:** Tied directly to your business category.
        - **Example:** “Fresh Pizza. Fast Delivery.”

3. **Refine Your Taglines**

- Create a few options for each category, then narrow down the most promising ones.
- Judge each tagline against your positioning to ensure alignment.

Pizza Example

- **Imperative:** “Taste It. Love It.”
- **Descriptive:** “Bold Pizza for Big Cravings.”
- **Superlative:** “The Best Slice in Town.”
- **Provocative:** “Got Pizza?”
- **Specific:** “Hot, Fresh, Delivered.”

Why It Matters

A tagline is your brand's external message—a concise, memorable phrase that tells your audience what you stand for and helps them remember you.