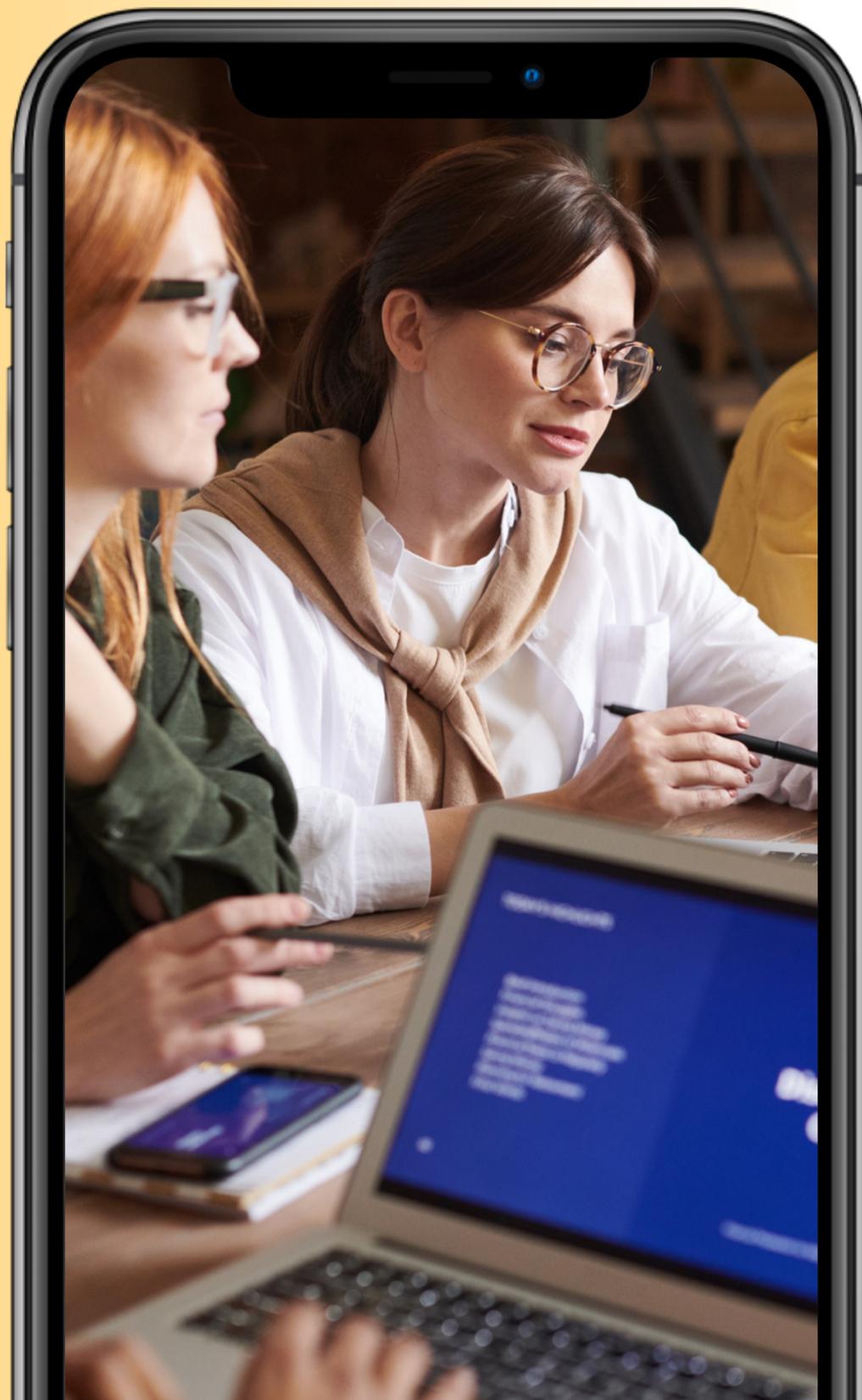


# 7 Branding Principals and how you can kill it!

Branding  
Questionnaire

LABEXPLOSION 2022



# How to Build a Brand

LABEXPLOSION 2022



## HOW WE STARTED

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

## WAY 01

# Lack of intention

If you don't know exactly what your brand is, who your target audience is, and what you want that audience's perception of your brand to be, your brand becomes meaningless. I hear too many CEOs indicate they are trying to reach "everyone." Well, unless you have a Fortune 50 company budget like Apple, reaching everyone just isn't possible. It's easy to fall into the trap of wanting to be all things to all people, but the fact is unfocused brands get slaughtered.

## WAY 02

# Taking too long to explain what you do

There's a reason the art of the elevator pitch is alive and well. People have short attention spans, so your brand needs to make an impact immediately. If your brand doesn't instantly resonate, you've already lost whomever you're speaking to. If I see someone at a conference I want to network with, I do not approach them until I know exactly how I want to open the conversation. This most often involves identifying something to say that I know will resonate so I can develop enough rapport to connect. In branding, connecting is everything. Those who are verbose get a polite nod and a quick exit from the conversation.

## WAY 03

# Asking for support before you clearly demonstrate value

Anyone who has watched “Shark Tank” knows if you ask for a deal with an insane valuation without demonstrating value, you’ll be hearing “You’re dead to me!” before you can finish your pitch. Similarly, in the marketplace, people aren’t obligated to help you or buy your product. Lead by demonstrating what’s in it for the people you are talking to. See how you can help them. Sowing seeds makes people want to reciprocate, which translates to one-on-one conversations or the ability to offer a free sample or learning tool.

## WAY 04

# Having an average or below-average website

Your website is an opportunity to clearly define your brand. Not taking great care with your website is the equivalent of inviting guests over to a dirty house or one without furniture. No website, or a bad website, prevents people from getting to know you better. If your target audience can't get the information they need quickly, you could lose the opportunity for a repeat customer, distribution partner, or even multimillion-dollar investor.

## WAY 05

# Lack of presence on social media

Even if you hate social media, people who aren't on LinkedIn, Facebook and Twitter are now suspect. It is worth having a social media presence and a following because it will help brand you as a person of influence. There is a very real opportunity to grow your business via LinkedIn, get your customers' feedback via Facebook, and follow trends on Twitter. The rare exception to this rule is if you are intentionally trying to create an aura of mystery and intrigue.

## WAY 06

# Poor temperament

Authenticity and maturity are two of the biggest factors that drive trust. Being defensive or contrived is a sure turnoff. If an investor or a customer asks you a question about your product/business, do you respond with a smile or do you get agitated? Investors often say things to test a CEO's temperament and ensure that if things go bad, the CEO will have the resilience to push through. And when it comes to authenticity, realize not everyone needs to buy what you are selling. If you come across someone who isn't a fit, let them know and help them get exactly what they need. While they may not become a customer, they can refer one to you!

## WAY 07

# Not controlling your online presence

Have you Googled yourself lately? Do you like what you see? If not, change it. Just as social media can help build or destroy your brand's credibility, negative Google results can also spell the end of your credibility. Hire a reputation management or branding company and get more positive results.



# About Your Business

What is your business?

In one sentence, please describe the nature of your service and/or products that your business offers.

What problems do you/your organisation solve for your customers?

Who are your 3 main competitors (direct or indirect)? what do you like about their presence? what do you dislike about their visual identity?

What about your background or product or service sets you apart from your competitors? Why should your prospects buy from you or engage with you?

Is there a unique story behind your business or business name or logo?

Share 5 adjective or words that best describe your company.

# About The Project

What are the expected Deliverables for this visual identity project?

- |  |  |
|--|--|
| <input type="checkbox"/> <b>Logo</b>       | <input type="checkbox"/> <b>Website</b>              |
| <input type="checkbox"/> <b>Stationery</b> | <input type="checkbox"/> <b>Marketing Collateral</b> |
| Business Cards                             | Banners  |
| Email Signatures                           | Gazebos  |
| Letterhead                                 | Signage  |
| Corporate Folders                          | Flyers/Pamphlets                                     |
| Corporate Profile                          | Corporate Videos                                     |

Does any of your current material need to be updated to match the new visual identity?

- Yes**       **No**

Who are the decision makers on this project and what is the estimated turnaround time for making a decision?

What timelines are you're looking at for this project?  
What is your budget?

# About Your Customers

Kindly describe your ideal customer in one sentence?

Share 5 adjective or words that best describe your ideal customer.

What is the primary message do want to convey to your customers?

Do you have any market research about your ideal client or your product/business that you can share with us?

Yes       No

# THANK YOU

That is all we need to get started. When completed, kindly forward the completed questionnaire to [info@labexplosion.com](mailto:info@labexplosion.com). We will then revert back to you Within 72 hours with a comprehensive quotation.

We look forward to working with you and your esteemed organization.

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