

**LUCY WERNER &
HADRIEN CHATELET**



**brand
yourself**

PLAYBOOK

**HYPE
YOURSELF**

**IT ALL
STARTS
WITH A
STORY.**



Hello, Bonjour.

If you don't know us already, WELCOME! I'm Lucy Werner, Founder of The Wern a PR, graphic design and brand consultancy. We also run a DIY arm called [HypeYourself.com](https://www.hypeyourself.com) - where we host all our DIY PR & Brand products (it is probably how you have found this). This is the playbook to accompany our book Brand Yourself, co-written with Hadrien Chatelet - my creative director and brand expert. You don't have to purchase a copy to use this, but you will 100% have more of an understanding of what you need to do for each task.

Let's get busy branding!



Competitor research:

Answer the following questions about your competitor:

Company name 1:	URL:
<p>What does this company do?</p> <p>How do they define themselves?</p> <p>What do they do differently to others?</p> <p>What product or service do they offer and what is their pricing structure?</p> <p>How does the company make you feel?</p>	
The Good	The Bad

Brand Strategy:

Competitor research:

Note down or screen-grab the use of colour, font/typefaces and styles.

Competitor research:

Company name 2:

URL:

What does this company do?

How do they define themselves?

What do they do differently to others?

What product or service do they offer and what is their pricing structure?

How does the company make you feel?

The Good

The Bad

Brand Strategy:

Competitor research:

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Brand Strategy:

Competitor research:

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Brand Strategy:

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The Good	The Bad

Brand Strategy:

Competitor research:

Note down or screen-grab the use of colour, font/typefaces and styles.

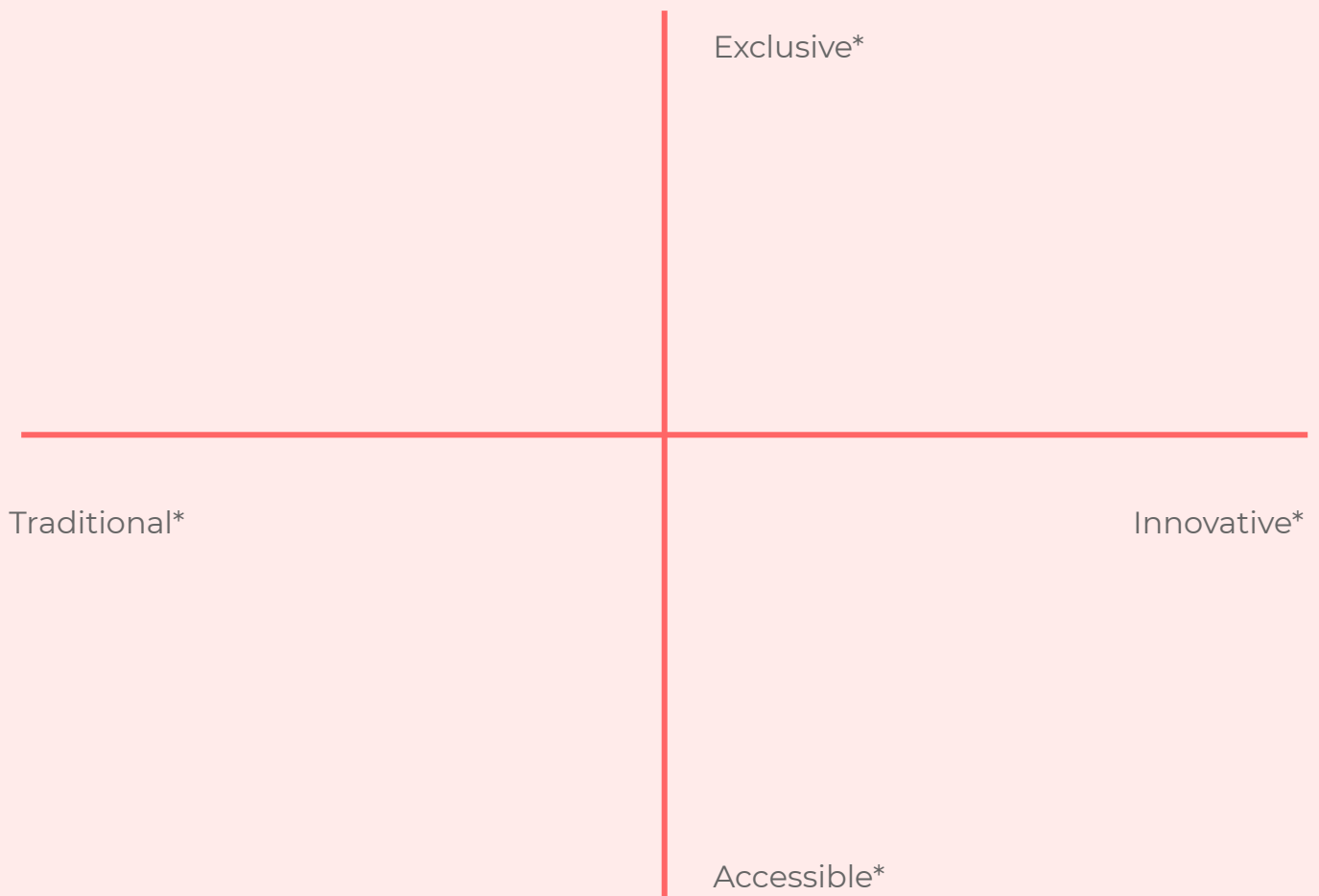
Brand Strategy:

Market mapping:

What to do?

Positioning yourself / your competitors in your chosen market is a useful exercise and might reveal that you are missing an opportunity to place yourself in a more specific niche. This is called competitor mapping.

Place your competitors and yourself on the graph.



Values

1. Who are you?

2. What do others say you are?

3. What makes you different?

Values

4. What do you want people to remember about you?

5. Narrow it down

6. Sharpen

Brand Strategy:

Vision

1. Write precisely about the product or service you want to focus on?

2. What scale and where do you want your business to be?

3. Who does your business serve? Who are the customers, who are the staff?

4. What special or unique way do you want your business to appear?

Brand Strategy:

Vision

5. Now, write a short and precise sentence that highlights the vision of your business.

My vision is

...

Brand Strategy:

Mission

1. What is your core offering? What do you do on a daily basis?

2. What is your primary audience?

3. After they have experienced your product or service what benefits will your client enjoy?

4. What unique qualities or ways of doing things are you offering to the client?

Brand Strategy:

Mission

5. Using all your previous answers, put together in a short form, a unique and impactful mission statement.

My mission is:

Purpose

Purpose - Activity 1: Seven levels of why

1. I run my business because...

2.

3.

4.

5.

6.

7.

Purpose

Purpose - Activity 2: Many companies look to the UN Sustainable Development Global Goals for searching a bigger purpose. Search online for more information at:

<https://www.un.org/sustainabledevelopment/sustainable-development-goals/>



Audience Mapping

Demographic Characteristics:

Age gap?	Gender Split?
Where do they live? (Urban / Country side, London, Germany)	Where do they shop?
Media habits? (Times mag, Monocle, Netflix, BBC online)	Social media habits? (instagram, LinkedIn, blog, youtube)

Audience Mapping

Psychological Characteristics:

What do they believe in?	How do they vote?
What do they care about	What do they hate?
What are they ready to protest on the street for?	

Audience Mapping

Current business:

What are their top three business problems?

1.

2.

3.

If they could fix one thing in their business, what would it be?

If money was no issue, what would they invest in next for their business?

How We Behave

1. What are the two to three key characteristics or points of differentiation of your product or service?

We/I believe in...

2. Pledge how you intend to back up this belief with action by completing the following sentence:

We/I will always...

3. What are the two-three ways in which you operate that make you stand out in your market? Using these, complete the following sentence:

We/I believe in...

How We Behave

4. Pledge how you intend to back up this belief with action by completing the following sentence:

We/I will always...

5. What are the two-three purposes or social impact goals that you care about (e.g. climate change, diversity, homelessness, etc.)? Using these, complete the following sentence:

We/I believe in...

6. Pledge how you intend to back up this belief with action by completing the following sentence:

We/I will always...

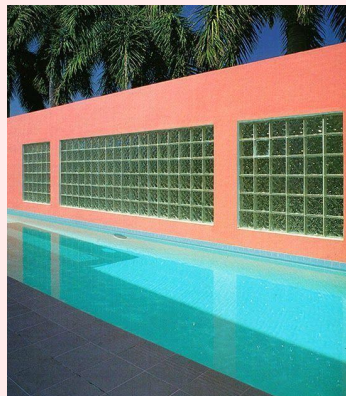
Brand Toolkit:

Mood Board

1.. **Colours:** it can be old-fashion collage with scissors or drag and drop.

Stick / drop here

Example:



Brand Toolkit:

Mood Board

2. **Fonts/typeface:** it can be old-fashion collage with scissors or drag and drop.

Stick / drop here

Example:



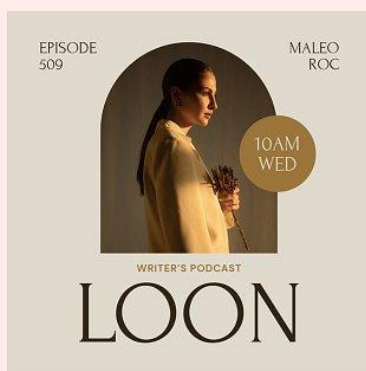
Brand Toolkit:

Mood Board

3. **Layout:** it can be old-fashion collage with scissors or drag and drop.

Stick / drop here

Example:



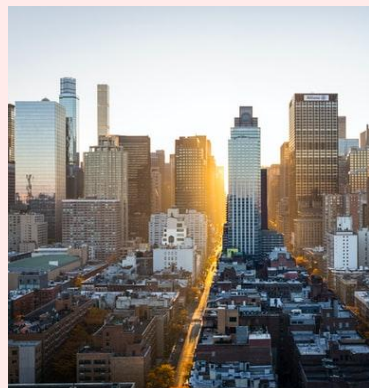
Brand Toolkit:

Mood Board

4. **Images:** it can be old-fashion collage with scissors or drag and drop.

Stick / drop here

Example:



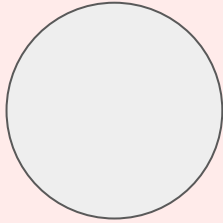
Mood Board

5. Extra:

Stick / drop here

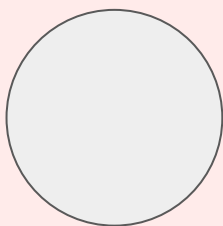
Colours

Step 1: Choose your main colour, or primary colour - it is the colour that must reflect your values, in another words what you want people to feel about you.

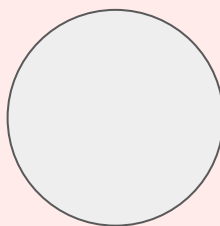


Primary Colour

Step 2: Choose your secondary colour (i.e. the contrast colour). A colour that stand-outs from the primary colour. For example blue and yellow, gold and black, red and light pink...



Primary Colour

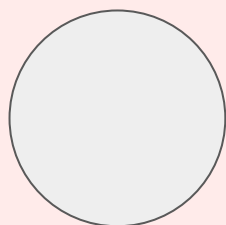


Contrast Colour

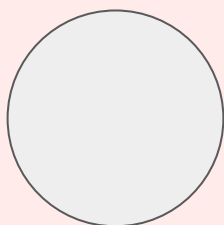
Brand Toolkit:

Colours

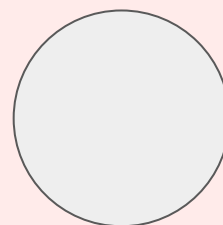
Step 3: To finish pick a neutral colour, like off-white, light beige, cream



Primary Colour

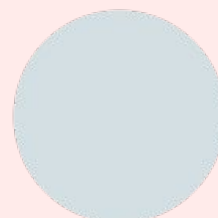


Contrast Colour



Neutral Colour

Example:



Fonts

What is it?

As with colour, our subconscious reacts to typeface styles. There are five common typeface categories you need to know.

Serif: Classic, reliable, and traditional.

Sans Serif: Calm, balanced, objective and clean.

Scripts: Elegant, creative and approachable.

Modern: Strong, progressive and stylish.

Display: Every other emotion: friendly, funny, expressive...

Tips:

A good typeface is the best and most affordable place to start your brand with - The same font can have a totally different feel depending on its weight and letter spacing.

Step 1. First, pick your **Primary font** something for the headers of your campaign, for your presentation, your main font.

Drop here:

Fonts

Step 2. Pick your **Secondary font**- the typeface that will pair with your primary font, it needs to be in contrast and not from the same typeface family like “Script and Modern”

Drop here:

Step 3. Pick your **Body copy / Third font**, go for an easy to read and clean typeface, pick from a sans serif or a modern category.

Drop here:

Brand Toolkit:

Graphics, Illustrations and Images

Select 5 to 10 images that will help represent your brand. Make sure they follow your stories and values you have previously set.

Drop here:



Diversity & inclusion

Note: We only scratch the surface of diversity & inclusion in Brand Yourself. The below are prompts based on the book text and are nowhere near exhaustive questions to build a better brand. We encourage you to work with High Fifteen or another expert in this space to dig properly into this area.

Have you sought out paid-for training & education in your business to bake D&I into the brand strategy?

 Yes No

Do you have a diverse and inclusive business strategy - both internal and external?

 Yes No

Have you created your own initiatives and tactics that are part of your brand storytelling?

 Yes No

Copyright and plagiarism

Building a brand is about creating an image / personality that is unique and recognisable - So it's essential to insure that no-one will copy you or that you are not in some way copying someone else. Again, we are only scratching the surface. Please do seek legal expertise to protect your business.

Tips:

Use Google reverse image or www.wipo.int to check you logo and visual.

Search and check if anyone else in your field is using the same name, visual or idea on the following:

Instagram

Facebook

LinkedIn

YouTube

Twitter

Tic Toc

Companies House, or a respective local market company registration site of the area you intend to operate in and do a name check.

Intellectual Property Office (IPO), which is responsible for IP rights. A lot of companies register their brand as a trademark, so check your brand name here

Google 'brand name checker' for a local brand name search.

Editorial guidelines

What is it?

A summary of how you will bring your brand to life through your tone of voice. Once you document it all in one place it will help you outsource your work, for example with a copywriter who will be able to bring your personality through.

Brand values	Re-write your five brand values: <ol style="list-style-type: none">1.2.3.4.5.
Type of content	What types of content do you create? - - -
Tone of voice	What is your tone of voice?
Layout	What formatting standard do you need to set out?

Editorial guidelines

What is it?

A summary of how you will bring your brand to life through your tone of voice. Once it's all in one place it will help you outsource your work, for example with a copywriter who will be able to bring your personality through.

Primary font for headers	What is your primary font and size	
Secondary font (to contrast)	What is your secondary font and size	
Third font - for body copy	Something that is easy to read.. What is the font / size.	
How do you use spacing/ alignment	Write a few sentences here	
Logos, photography and images	Do's	Don'ts

Bonus activity: Editorial guidelines

Write your catchphrases here:

...

Personal Brand:

Discover your personal brand

1. Note down the top three places that your name appears.

1:

2:

3:

2. What do you need to change?

3. How did this exercise make you feel?

News

Part 1: What news do you have coming up?

Picture news checklist

Part 2: Try to make 'behind the scenes picture taking' part of your habit.

- Do you have any samples or product launches behind the scenes you can share?
- Could you show you packing your product or unwrapping your first book, seeing your fist article appear online, appearing in print?
- Do you host a lot of workshops or speak at a lot of events?
- Make sure at the very least you are grabbing photos and then you can put them together as a little showreel.

Personal Brand:

Features

Use the prompt questions from page 110 to jot dot any thoughts

Business:	Customers:
Personal:	Data:

Personal Brand:

Comment and opinion

Keep a list of article ideas, talks and areas you can own under these headers

Business expertise

Human interest

Passion points

Personal Brand:

Personal branding photography moodboard

Collate images of headshots that you like:

Drag and drop images here or link to moodboard :

Fun AOB

Show a bit of ankle

1. What do you do outside of your day job that gets you inspired?

2. What are your hobbies?

3. What else makes you personally unique?

Personal brand in the wild

1. Guest talks - Workshops

a. Where and how are you bringing your brand to life in speaking opportunities?

b. Are you creating presentations or materials that are representative of your brands look and feel?

 Yes No

c. Are you double-checking the credentials of partnerships?

 Yes No

Make sure you consider the following questions:

Who are you doing the talk /workshop for? If someone else, how does their company align with your brand values? Do they have a diverse and inclusive speaker roster?

d. If you are a jeans and trainers person, is this the sort of event where you are supposed to wear a suit? If so, is this really the best brand fit for your business/ audience?

 Yes No

Personal brand in the wild

2. Brochures/PDFs/downloadable templates

a. Do you have a consistent brand look and feel in your collateral materials?

 Yes No

b. Do you need to create a set of templates for your business requirements?

 Yes No

c. Are you including a copyright note in your downloads?

 Yes No

3. Newsletter

a. Arguably the newsletter is the most powerful tool for engaging your audience (although that is a different book entirely).
How is your newsletter looking?

Personal brand in the wild

3. Newsletter

b. What is the editorial style of your newsletter?

c. Do you need to provide guidelines for it to be outsourced?

 Yes No

Personal brand in the wild

4. Podcast

- b. When sharing podcast episodes are you using an audiogram tool or using your own brand to share the episode?
- c. Are you expanding your audience and cementing your brand persona by being selective about the podcasts you appear on?

Social media

- 1. Have you covered all the business basics? Such as contact details or preferred method of contact (e.g. direct messages (DMs) or phone)?
- 2. Do you have a call to action on your social media banners?
- 3. Are you giving a succinct one-liner on what you do?
- 4. Do you have any headshots?
- 5. Is your logo avatar clear and readable?

Big impact vs low budget

What next?

Jot down any ideas you have on how you can bring your brand to life.

Printer's brief template

Job title:	Quantity:
Finish size: Flat size:	<input type="checkbox"/> Landscape <input type="checkbox"/> Portrait
Number of pages <i>(including cover if applicable)</i> :	
Number of printed colours: <i>E.g. four colours (CMYK), five colours (CMYK + one-spot Pantone)</i>	Materials <i>(including weight)</i> <i>E.g. 350 gsm silk</i>
Any special finishes: <i>E.g. laminations, spot UVs, foils, etc.</i>	
Binding method:	<input type="checkbox"/> Saddle stitched <input type="checkbox"/> Section sewn <input type="checkbox"/> Other <input type="checkbox"/> PUR bound <input type="checkbox"/> Wire bound <input type="checkbox"/>
Cover:	Text:
Delivery date: Address:	



**brand
yourself**

AMAZING JOB

Congratulations!

You have reached the end of the
playbook. Keep us posted with all of
your work by tagging us on
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[@hadrienchatelet](#)

