



michelle mozes

BRANDING WORKSHOP

Goal-oriented exercises designed
to help you enhance your business branding!



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Photography: [instagram.com/you.r.photo](https://www.instagram.com/you.r.photo)
Hair: [instagram.com/teeteestyles1](https://www.instagram.com/teeteestyles1)
Makeup: [instagram.com/ettyamua](https://www.instagram.com/ettyamua)

Hi! I'm Michelle!

I am a branding strategist and creative director. My graphic design skills allow me to get hands-on all creative projects such as creating logos, brochures, social media posts, and other marketing collateral. So I'm not just leading a talented team of writers, social media managers, and developers, I'm personally diving in and making sure that my clients' brand is visually cohesive, attracting the right customers, and most importantly – improving my clients' success.

I want to share the secret magic recipe I use to brand businesses with YOU! This workshop is designed to help make sure your branding is planned, well thought out, consistent, and represents your business accurately and professionally.

And wherever you might need help with direction or design, I'm here to guide you.

Let's get started!



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Where do you see your business in **5 years**?

Where do you envision yourself in your personal life in **5 years**?

What makes your business unique from the competition and where have you received the best feedback? These are your **pressure points**. (We'll address this more soon.)

How much money would you realistically like to generate this year?

What characteristics do your followers, friends, family associate you with? (Feel free to ask them!)

How do you want people to actually perceive you? Would that make what you sell **MORE** sellable?
How?



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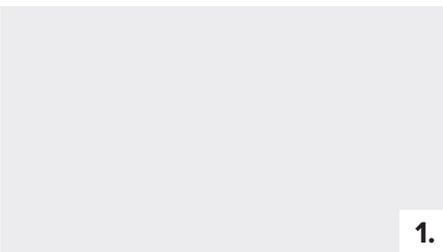
Is your brand visually cohesive? Do you have **1 logo** and **3-5 colors** that you're consistently using? What are they?

If your business was **PERFECT**, what would it and **YOU** look like? Paint a picture of **YOUR SUCCESS**:

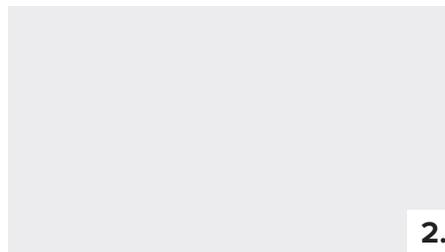
Would you be making 6 figures driving a nice car? Would you have more free time and balance being a parent and an entrepreneur? Would you be employing a team and offering them benefits and be a woman boss CEO in Manhattan? Would your business be sold to an investor and you'd be retired? Would you be working on your own time on an island without a care in the world? Get descriptive, but also be realistic.

What is **your personal** story (NOT your mission statement) behind your business? Why are you doing this? What motivates you each day to keep doing this?

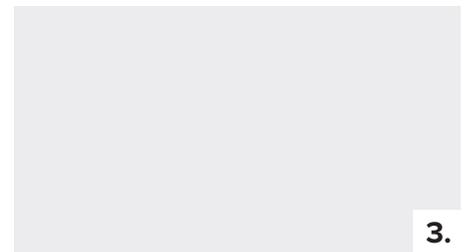
Who is your dream customer? If you haven't worked with them yet, what are 3 steps you're going to take to get them to work with you this year?



1.



2.



3.



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Niche out your target customer. Let's create a very detailed picture of your dream client. Show their age, hair, outfit (is it designer?), and accessories (holding a latte from Starbucks?). Use the lines to fill in the details that can't be drawn.

Where does this person shop? Which books does this person read? Where do they live? What is their annual income? What kind of food do they eat – organic, vegan, dietary restrictions, etc.? Have they gone to school/college? What kind of fashion is this person into? Where does this person spend their free time? What is his/her age? What kind of podcasts does this person listen to? Which app do they use most? Does this person have children? Is this person married? What does his/her schedule look like?

The form features a central outline of a person with several arrows pointing to specific areas, each associated with a set of horizontal lines for notes:

- Head:** Three horizontal lines with an arrow pointing to the head.
- Right Arm:** Three horizontal lines with an arrow pointing to the right arm.
- Left Arm:** Three horizontal lines with a wavy arrow pointing to the left arm.
- Right Leg:** Three horizontal lines with an arrow pointing to the right leg.
- Left Leg:** Three horizontal lines with an arrow pointing to the left leg.
- Upper Right:** Three horizontal lines with an arrow pointing to the upper right area.
- Upper Left:** Three horizontal lines with an arrow pointing to the upper left area.
- Lower Right:** Three horizontal lines with an arrow pointing to the lower right area.
- Lower Left:** Three horizontal lines with an arrow pointing to the lower left area.

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Now that we know who your dream client is, is your branding a good reflection of the client that you're catering to? Are your visuals bringing the right people in?

Are you a luxury brand using colors that are too cute? Are you a beverage brand geared toward millennials, but your marketing is reaching middle-aged men?

My color scheme is _____ and this does/does not work for my target customer, because

_____.

Most of my followers are _____ and they are/are not potential clients, because

_____.

I can get more clients by adjusting _____ in my branding and marketing.

List 7 unique qualities that will be delivered upon using your service, and why someone would choose the experience you offer over the competition.

(This is the recipe for building your unique brand experience. Examples include: Fast turnaround times, free shipping internationally, one-on-one consultations, free consultations, direct customer service, handmade gifts with purchase, handmade packaging, free resources, etc.)

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

HOMEWORK: Are you using your social media to let potential clients know that you offer these things? Set up a post that mentions and further describes each quality, so that you have 7 posts saved to your drafts, and schedule to post one a week.



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What is **ONE** action that you are going to incorporate into your business plan **THIS MONTH** that can become a monthly, and eventually weekly, routine? *This must be something that will create trust between you and the customer, and also lead to sales. This can include adding new content to your website/blog/social media with affiliate links, working on a new product and offering your customers exclusive access to sneak peeks, going live on Instagram to talk about a product/service you offer, create an eblast that will prompt engagement and replies from customers, starting a podcast and selling ad space, etc.*

Are you **connecting** with your customers? What is one way that you're going to connect with your customers **THIS WEEK**? *(Create and reply to a poll vote on instagram, respond to social media DMs in a personable way, prompt a reply in an eblast, etc.)*

Do your customers feel like they know you on a personal level? What feedback have you received to make you decide yes/no?

What would you be willing to share online to break those walls down and allow those customers to connect and build trust with you?



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Look at your social media, website, eblasts, mailing marketing, invoices, package design, products... basically anything that is associated with your business. Make a list of these things. Then, make a checkmark next to each one that you believe is properly branded. This means that they are within your color scheme, it is clear that it is yours/it has your logo/tag, the style of the product has your trademark qualities, your social media content ties into what you sell, etc.

- Instagram account _____ _____
- _____ _____ _____
- _____ _____ _____
- _____ _____ _____

Which of these things listed above is feeling out of place? Why do you think that is? Is it selling well, or can you put your energy/money/time into something else instead?

If it's selling well, what else can you create more of like that, or how can you improve it even more?

What does your day to day schedule look like? Draw it out with corresponding times, from the minute you wake up until you go to bed. Is it consistent? (Chart continued on next page.)

| TIME | ACTIVITY | TIME | ACTIVITY |
|------|----------|------|----------|
| | | | |
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| | | | |
| | | | |

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| TIME | ACTIVITY | TIME | ACTIVITY |
|------|----------|------|----------|
| | | | |
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| | | | |

What do you feel like you're wasting time on on a regular basis?

Can it be removed from your schedule?

If not, can you hire someone else to help you handle it?

What does your personal space look like? Is it tidy/messy? Can you make time to keep at least your office space neat? Studies have shown that an organized workspace can help you keep your to-do list organized to, and make you more productive!

What does your customer satisfaction usually look like? Circle the number.

Not Satisfied **1** **2** **3** **4** **5** **6** **7** **8** **9** **10** *Extremely Satisfied*

If it's medium range (5 and lower), what is the general negative feedback?

How can you fix this? Let's set an action and goal.

I will _____ and I
am enforcing this as of _____ by doing _____.



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If satisfaction is between 8-10, what do you think is working best for you? *Do you ship fast? Is your response time quick? Is your social media marketing strong?*

Making time for something that makes you happy, like a quick workout or scrapbooking, can improve your business performance! What would you like to do **more of in your personal life** every day?

Can you set aside 30 minutes **A WEEK** for it? (Label the calendar depending on which month you're doing this.)

Month: _____

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--------|--------|---------|-----------|----------|--------|----------|
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You are free to divide this time across 7 days however you wish. Sign in and out for each day you do this in real time. You can record your progress and how you feel about making more time for something you enjoy below:



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Great job! You just completed a very thorough branding exercise!
Bet you didn't realize how fun it could be!

So now you might ask yourself...

NOW WHAT?!

Well, take a look through your answers. Overall, how did you do? Are you feeling confident that your branding is on-track? Are there too many holes in your branding to even decide if you're on-track?

Don't panic, Friend! I gotchu!

If you're feeling kinda iffy about the look and feel of your business, and you're now left with more questions than answers, let's talk. I'm here to hold your hand through the process. 20-minute consultations are free! E-mail me to schedule an appointment, or visit my website and fill out the contact form, and I'll get in touch with you ASAP! We are going to create some awesome magic that will make your business LOOK and FEEL amazing! It's all about first impressions, so let's "WOW" and attract those customers!

Hit me up!



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whatsapp 347.401.8245*

Can't wait to speak with you!

**Text/Voice Note ONLY. Phone calls by appointment.*