

# My Brand Message

MY STORY AND MESSAGE CLEAR AND CONCISE.

[WWW.BOSSYMUMMY.COM.AU](http://WWW.BOSSYMUMMY.COM.AU)

**MY BRANDS STORY:**

**MY OVERARCHING MISSIONS:**

**HOW IT IS CREATED:**

**MY OVERARCHING VALUES:**

**THE PEOPLE I AIM TO HELP:**

**LONG TERM GOALS  
FOR MY BRAND**

**HOW MY PRODUCT  
OR SERVICE HELPS THEM?**

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# Brand Messaging & Story Telling

**Successful companies are more than just a brand. They are also a value or have some sort of personality that makes them different from the rest.**

**1**

**If your brand can identify a niche and can develop a strong values and mission message that connects with the customer, you are onto a winner.**

**2**

**Be honest and transparent when it comes to your product or service. This will give you an advantage over the bigger, faceless brands.**

**3**

**Incorporate your values and brand missions into all you do. It should be reflected in the logo, the tone of voice you use on social media and the advertising.**

**4**

**By keeping your message, values and mission consistent through everything you do, you will attract the customers who align with you. These customers will be valuable and loyal.**

**5**

**Make sure you share your mission and values through your blog posts, website & social posts.**

**6**

**Keep your message consistent. Ensure before; entering awards, taking on contracts or enlisting the help of an influencer, that they align with your values & mission.**

**7**

# BRAND MESSAGE CHECKLIST

IS MY STORY AND MESSAGE CLEAR & CONSISTENT  
IN THE FOLLOWING ELEMENTS?

BRAND ELEMENTS	YES	PARTIAL	NO
<u>BRAND LOGO</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>BRAND TAGLINE</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>COLOUR SCHEME</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>VOICE AND TONE IN COMMUNICATION</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>PACKAGING</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>ADVERTISING MATERIAL</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>CHOSEN INFLUENCERS</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>STORES SOLD IN</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>WEBSITE &amp; BLOG CONTENT</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>AWARDS WON</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>COMMUNITY INVOLEVMENT</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>SOCIAL MEDIA POSTS</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

CHANGES THAT NEED TO BE MADE