



DAOTIVE THINKING

Brand Identity Beginner Checklist



About this Document

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A **human-centered data consultant and scientist** with a background ranging from cognitive science to social media strategy to education and a passion for making sense of the world, solving problems with new methods, and supporting people in learning and using information.

Daotive Thinking

Daotive Thinking is a brand **offering self-employed and small businesses clarity and confidence in uses of human-centered data**. Daotive Thinking achieves confidence and clarity by focusing on research and implementation coaching.

Why this brand identity checklist?

The Daotive Thinking Brand Framework is designed **to support data-driven informed decisions** and **strategy**. Brand identity, in this case, is how you plan and communicate your purpose. This checklist is for those looking to start their own venture or side hustle but have no idea how to from a brand perspective. **Brand Identity consists of: Need, Audience, and Value.**



DANIEL A-O
FOUNDER



BRAND IDENTITY CHECKLIST

9 steps to building your brand identity

NEED

PROVE THERE IS A NEED

- COLLECT PROOF THAT THERE IS A MARKET FOR WHAT YOU WANT TO DO
- NOTE TERMS USED IN SIMILAR BRANDS TO DESCRIBE THE IMPACT AND ROLE OF BRAND
- CREATE STATEMENTS IN THIS FORMAT: I AM A [ROLE] WHO [ACTION]S SO THAT [IMPACT]

AUDIENCE

IDENTIFY THE IDEAL AUDIENCE

- IDENTIFY THE MOST IMPORTANT THREE TRAITS IN YOUR IDEAL AUDIENCE
- DESCRIBE HOW EACH TRAIT WOULD AFFECT THEIR NEEDS AND MOTIVATION
- DESCRIBE YOUR TOP THREE AUDIENCE PERSONAS USING THESE TRAITS

VALUES

DETERMINE THE VALUES THAT MATTER

- NOTE YOUR PERSONAL VALUES FOR YOURSELF AND WITH OTHERS
- NOTE VALUES THAT ARE UNDERSTOOD IN YOUR INDUSTRY AND OTHER BRANDS
- VERIFY THE VALUES IN COMMON WITH YOUR IDEAL AUDIENCE



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Next Step

This checklist gives you examples of activities that can help map out your journey into self employed and small business strategy.



What do you do now?

If you've completed this checklist and are looking to take a serious next step with your work, apply for a free discovery call to understand your answers, how to move forward with your venture, and if Daotive Thinking is right to help you to achieve your goals.

Apply for a Discovery Call

For general inquiries, email: Dao@DaotiveThinking.com

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