



DAOTIVE THINKING

Brand Identity Sample Workbook



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 sample workbook?

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 workbook is a sample of exercises that prove your ability to make informed decisions and actions you can immediately try to make an instant impact on your brand identity. **Brand Identity consists of: Need, Audience, and Value.**



DANIEL A-O
FOUNDER



BRAND IDENTITY EXERCISES

NEED: Do you address a proven need?

Clearly identified needs lead to **more effective marketing and positioning**. It also proves to yourself, potential clients, colleagues and investors that **your brand has value and predicted impact** in the environment or industry your brand operates.

Exercise

Do you have **evidence** that you address a need that people are currently motivated to fulfill or solve?

If **you don't have evidence of a current and proven need**, take up to 30 minutes to identify evidence that there is a current motivation to address the need your brand fulfills. Then continue this exercise.

If **you already have evidence people are motivated to fulfill this need**, describe the evidence in the box below:



How would you categorize your evidence (Click all that apply)?

Professional Experience

☐

Personal Experience

☐

Professional Research

☐

Personal Research

☐

Action:

Now that you have clearly identified how your brand is fulfilling a visible need, this evidence needs to support your content (e.g. current deck, pitch, website, promotional material, etc).

AUDIENCE: How do you determine and characterize your ideal audience?

Most marketing guides will encourage you to segment your market and create personas. Evidence-based **audience characterization** is important because it **focuses your brand strategy to accommodate different needs and situations of ideal customers.**

Exercise

Can you identify **four key traits** you use to **segment** or **categorize your audience** (e.g. age, income, location, behavior, occupation, dependents, education, company size, etc)?



If **you aren't sure of four key traits**, take up to 30 minutes to identify them. Use trends in website users, current or previous customers/clients, and other consumer data to help you.

Once **you identify four key traits**, describe the traits and brief proof of their importance in characterizing your ideal customers:

Customer Trait	Proof of Trait Importance

Action:

Personas are a chance to create a profile of an ideal customer based on traits (e.g. Sam - Middle class, mother and manager). Create three top personas and reference them when developing your next piece of content. You can also practice rewording the need you fulfill from each of their perspectives.

VALUES: What values are important for your brand?

Brand values are the **core principles** that, when shared with your customers, **build stronger loyalty to your brand**. Brand loyalty encourages repeat customers and brand values need to be clear in your content and relationships.

Exercise

Do you have **four clearly defined brand values**?

If **you don't have clearly defined values yet**, consider your ethical or productive standards and how you want to be described by respected customers. Come up with four words or phrases then continue the exercise.

Once **you have four clearly defined values**, describe them and why they are important below:



Value	Value Importance

Action:

Brand values should shine through your content (e.g. current deck, pitch, website, promotional material, etc). With this list as a reference, go through your content and identify if all your values are clearly represented. If not, devise ways to make them clear through changes in messaging and imagery.

Next Step

This workbook is just a sample of the type of exercises founders, freelancers, and solopreneurs can use when building their brand identity.



Brand Identity: What Do Your Responses Indicate?

You've given a few of these exercises a try and some actions to apply the information.

How do you feel about your responses? Are you able to turn them into actionable steps that support your brand?

To talk about your answers, current process, and what else you can do, apply for a free discovery call.

Apply for a Discovery Call

For general inquiries, email: Dao@DaotiveThinking.com

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