

BUSINESS IDENTITY WORKBOOK



Optimize Loading Time

Item Shop Optimization

Dashboard

Add Ads to App

UI Redesign

Fix Automatic Build

Add In App Purchases

Upgrade Automatic Build System

Detailed Server Logs

Test New Performance Profiler

Predictive Analytics

New Login Dialog

New Search Panel

Integrate New Anti Hacking System

Switch to new Database





ABOUT BSBA

BSBA is a non-profit organization dedicated to championing marginalized communities through a multifaceted approach that encompasses digital advocacy, strategic planning, and education. Our mission is clear: to amplify voices that have long been unheard, foster inclusivity where it is needed most, and catalyze positive change in communities that are underserved. We firmly believe that equitable access to resources and opportunities can transform lives and lead to a brighter, more prosperous future for all. Through our work, we are committed to dismantling barriers, nurturing growth, and empowering individuals and communities that have often been left behind.



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Define brand identity, values, and problem-solving for effective strategy building.

- 4** ***Define Your Audience***
Understand clients for effective attraction and location targeting strategies.

- 5** ***Know Your Why***
Define business purpose for emotional client connection and engagement.

- 6** ***Identify Your Strengths and Competitors***
Identify strengths for competitive edge in effective marketing strategy.

- 11** ***Design Your Look***
Visualize defined values through branding for a compelling brand narrative.



DEFINE YOUR --- BRAND

BUILDING YOUR BRAND STRATEGY STARTS WITH
KNOWING WHO YOU ARE, WHAT YOUR VALUES ARE AND
WHAT PROBLEM YOU SOLVE.

IS THERE ANY MEANING OR STORY BEHIND YOUR BUSINESS
NAME?

WHAT SERVICES/PRODUCTS DO YOU OFFER?

Designer

WHAT PROBLEMS DO YOUR CUSTOMERS HAVE AND HOW DO
YOU SOLVE THEM? WHAT VALUE DO YOU BRING TO THEM?

IN ONE SENTENCE WHO YOU ARE AND WHAT PROBLEM YOU
SOLVE.



DEFINE YOUR AUDIENCE

IDENTIFY YOUR DREAM CLIENTS BETTER UNDERSTAND
HOW TO ATTRACT THEM AND WHERE TO FIND THEM.

**WHO IS YOUR DREAM CLIENT? (AGE, INCOME, GENDER,
MARITAL STATUS, INDUSTRY VALUES, BELIEFS, LIFESTYLE,
HOBBIES, INTERESTS, LOCATION, ETC.)**

**WHAT ARE THEIR STRUGGLES AND HOW DOES YOUR
PRODUCT/SERVICES HELP THEM?**

HOW CAN YOU BEST REACH YOUR TARGET AUDIENCE?

IN ONE SENTENCE, WHO ARE YOU SERVING?



KNOW YOUR WHY

Why did you start your business and what is your purpose? Your Answers to these questions build emotional connection with your clients.

WHY DID YOU START YOUR BUSINESS?

WHAT IS YOUR PURPOSE?

WHERE DO YOU WANT YOUR BUSINESS TO BE IN 2 YEARS? IN 5 YEARS?

Ceo & Founder

Designer

KNOWING YOUR WHY, TRY TO WRITE YOUR MISSION STATEMENT.



IDENTIFY YOUR STRENGTHS AND COMPETITORS

You need to define your strengths to know what sets you apart from competitors and how you can use this in your marketing strategy.

WHO ARE YOUR MAIN COMPETITORS? (PROVIDE SPECIFIC NAMES AND WEBSITES)

WHAT ARE THEIR STRENGTHS AND WEAKNESSES?

WHAT ARE YOUR STRENGTHS AND WEAKNESSES?

WHAT SETS YOU APART FROM YOUR COMPETITORS? HOW CAN YOU MAKE YOUR BUSINESS UNIQUE?



DESIGN YOUR LOOK

Show the values you defined above with your branding visuals. Your branding tells your story, represents your brand personality and grabs the attention of your audience.

WHICH WORDS BEST DESCRIBE YOUR BRAND?

- | | | | |
|--|----------------------------------|---------------------------------|----------------------------------|
| <input type="checkbox"/> MINIMAL | <input type="checkbox"/> BRIGHT | <input type="checkbox"/> FUN | <input type="checkbox"/> MODERN |
| <input type="checkbox"/> FEMNINE | <input type="checkbox"/> DARK | <input type="checkbox"/> BOLD | <input type="checkbox"/> RETRO |
| <input type="checkbox"/> MASCULINE | <input type="checkbox"/> ELEGANT | <input type="checkbox"/> BOHO | <input type="checkbox"/> VINTAGE |
| <input type="checkbox"/> SOPHISTICATED | <input type="checkbox"/> SERIOUS | <input type="checkbox"/> CASUAL | <input type="checkbox"/> LUXURY |

OTHER?

IF YOUR BRAND WAS A PERSON, WHAT WOULD THEY DRESS LIKE?

WHAT COLORS ARE YOU DRAWN TO OR NOT DRAWN TO?



DESIGN YOUR LOOK

NAME AT LEAST 2 BRANDS YOU LOVE AND DESCRIBE WHY:

WHAT DO YOU WANT CUSTOMERS TO SAY ABOUT YOUR BRAND TO OTHERS?

ADDITIONAL NOTES:

CHIAKI SATO

Marketing

HARPER RUSSO

Creative Head

KUDOS!

YOU'VE SUCCESSFULLY COMPLETED THE FIRST STEP OF YOUR
BRANDING STRATEGY.

BY ADDRESSING VITAL QUESTIONS ABOUT YOUR PURPOSE, TARGET
AUDIENCE, STRENGTHS, AND VALUES, YOU'VE BEGUN SHAPING YOUR
BRAND FOR EFFECTIVE OUTREACH.

NEXT STEPS

WITH A CLEAR UNDERSTANDING OF YOUR VALUES AND IDEAL CLIENT,
YOU CAN NOW FOCUS ON YOUR VISUAL BRANDING. ELEMENTS LIKE
YOUR LOGO, FONT COMBINATION, COLOR PALETTE, AND PATTERNS
WILL CONVEY YOUR BRAND'S STORY AND PERSONALITY.



IF YOU'RE READY TO
ELEVATE YOUR
BRANDING AND REACH
YOUR AUDIENCE,
SCHEDULE A
CONSULTATION WITH US!

SCHEDULE APPOINTMENT

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