

Course 1, Lesson 3: Crafting Your Minimum Viable Brand

1. Core Concept & Learning Objective

Concept: Your brand is not your logo. Your brand is your reputation. It's what people *feel* and say about you. A Minimum Viable Brand (MVB) is the simplest, most high-impact version of this. It consists of a clear message, a defined voice, and a simple visual identity. This is the foundation that builds trust and makes you look professional from Day 1.

Learning Objective: By the end of this lesson, you will **define** your core brand message using a "Brand Trifecta" framework. You will **develop** a "Brand Voice" guide based on the "Girl Boss Drill Sergeant" persona, and **use** a simple tool (like Canva) to **create** a 1-page MVB Style Guide with your logo, colors, and fonts.

2. Interactive Content Activities (3 Activities)

Activity 1: The "Brand Trifecta" Framework (Strategic Exercise)

- **Description:** We're going to define your entire brand message in three clear, powerful statements. No confusing "brand-speak" allowed. This is the core DNA of your business.
- **Instructions:**
 1. **The "I solve..." Statement (The Problem):** "I solve [The #1 Problem] for [Your Niche]."
 - *Example: "I help first-time authors overcome writer's block."*
 2. **The "By..." Statement (The Solution):** "By giving them [Your Unique Method/Offer]."
 - *Example: "...by giving them a 30-day AI-powered creative prompt system."*
 3. **The "So they can..." Statement (The Outcome):** "So they can finally [The Transformation]."

- *Example: "...so they can finally finish their manuscript and get it to an editor."*

4. Combine them into a single, powerful "Brand Trifecta" statement.

- **Expected Outcome:** A "Brand Trifecta" statement that clearly communicates your value proposition. This will be used on your website, social media, and landing pages.

Activity 2: Defining Your "Girl Boss Drill Sergeant" Voice (Creative Development)

- **Description:** How you sound matters as much as what you say. Your voice (empowering, strategic, direct) needs to be consistent everywhere. We'll create a simple guide to keep you on-brand.
- **Instructions:**
 1. Create a "Brand Voice" guide.
 2. **Section 1: Our Voice:** Write 3-5 "We are..." statements.
 - *Example: "We are direct and decisive. We are empowering, not coddling. We are strategic and action-oriented."*
 3. **Section 2: This vs. That:** Create a t-chart of "Words We Use" vs. "Words We AVOID."
 - *Example: We use "Execute," "Implement," "System," "Data-Driven." We AVOID "Maybe," "Just," "I think," "Hopefully."*
 4. **Section 3: Sample Snippet:** Rewrite a generic paragraph into your new brand voice.
 - *Generic: "Maybe you could try this tip if you feel like it..."*
 - *Brand Voice: "Here is your 3-step action plan. Execute it by Friday."**
- **Expected Outcome:** A 1-page "Brand Voice Guide" that ensures you sound like a leader, not a follower, in all your communications.

Activity 3: The 30-Minute Visual ID (Tool Exploration)

- **Description:** You do not need to spend \$5,000 on a brand designer. You need a simple, clean, professional look *today*. We're using free tools to create your "good enough for launch" visual identity.

- **Instructions:**
 1. Go to **Canva** (or a similar free tool).
 2. **Logo:** Use the Logo generator. Pick a simple, text-based logo. Do *not* waste more than 10 minutes on this.
 3. **Colors:** Use the Color Palette generator. Find a palette with 2-3 primary colors and 1-2 neutrals.
 4. **Fonts:** Go to Google Fonts. Pick *one* clean, readable font for headings (e.g., Montserrat, Poppins) and *one* for body text (e.g., Lato, Open Sans).
 5. Combine all of this onto a single 1-page document.
- **Expected Outcome:** A 1-Page "MVB Style Guide" with your logo, color hex codes, and font names.

3. Assignment & Project Milestone (Portfolio Deliverable)

Assignment: The Minimum Viable Brand (MVB) Kit

- **Description:** This is your complete brand-in-a-box. You will assemble all the strategic and visual assets from this lesson into a single, professional folder. This kit ensures consistency and makes creating all future assets (website, lead magnet, social posts) 10x faster.
- **Step-by-Step Instructions:**
 1. Create a new folder in your cloud drive (e.g., Google Drive) called "[Your Business Name] - BRAND KIT".
 2. **Sub-folder 1: "Strategy"**
 - Add your "Brand Trifecta" statement.
 - Add your 1-page "Brand Voice Guide."
 3. **Sub-folder 2: "Visuals"**
 - Add your 1-page "MVB Style Guide."
 4. **Sub-folder 3: "Logos"**
 - Export your new logo from Canva in all variations (color, black, white) with transparent backgrounds (if possible) and save them here.

- **Evaluation Criteria:**
 - *Excellent:* The kit is fully organized. The "Brand Trifecta" is sharp and compelling. The voice guide is clear. The visual assets are clean, professional, and consistent with each other.
 - *Adequate:* The assets are created but disorganized. The brand voice is generic. Visuals (colors, fonts) clash or are not professional.
- **Connection to Final Project:** This MVB Brand Kit is **Section 3: Brand Identity** of your **Complete Launch Playbook**. All future materials for your launch—your lead magnet (Lesson 4), landing page (Lesson 5), and content (Lesson 9)—will be built using these assets.

4. End-of-Lesson Assessment (8 Questions)

1. (MC) What is a "Minimum Viable Brand" (MVB)?
 - A) A \$10,000 brand package from a top-tier agency.
 - B) The simplest, most professional version of your brand (message, voice, visuals) to launch with.
 - C) A perfect logo.
 - D) A viral social media account.
2. (MC) The "Brand Trifecta" framework is designed to...
 - A) Design your logo, colors, and fonts.
 - B) Find your competitors' weaknesses.
 - C) Clearly communicate your *entire* value proposition in 3 statements.
 - D) Build your email list.
3. (MC) What is the "Girl Boss Drill Sergeant" brand voice designed to AVOID?
 - A) Sounding confident and decisive.
 - B) Giving clear, actionable advice.
 - C) Using "weasel words" like "maybe," "just," and "I think."
 - D) Being empowering.
4. (MC) How much time should you spend creating your *first* logo in this lesson?

- A) 2-3 weeks.
- B) At least 5 hours.
- C) No more than 10-15 minutes.
- D) As long as it takes to be perfect.

5. (SA) What are the three parts of the "Brand Trifecta" framework?
6. (SA) Why is a "Brand Voice Guide" important for a solopreneur?
7. (SA) List the 3 key components of your "MVB Style Guide."
8. (Scenario) A student's "Brand Trifecta" is: "I help people. By being a coach. So they can be happier." Based on this lesson, what is the *primary* problem with this statement?

Correct Answers: 1(B), 2(C), 3(C), 4(C) 5. The "I solve..." (Problem), The "By..." (Solution), The "So they can..." (Outcome). 6. (Example) It ensures you sound consistent and professional everywhere, building trust. It also makes content creation faster because you know how to write. 7. Logo, Color Palette (hex codes), and Fonts (heading and body). 8. (Example) It is completely vague and breaks all the