

# 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*