BRANDDIY  
THE DOING BOOK

ONE:

# UNSTAKED CLAIMS

1. A claim my brand could own is:
2. A claim my brand could own is:
3. A claim my brand could own is:
4. A claim my brand could own is:
5. A claim my brand could own is:
6. A claim my brand could own is:
7. A claim my brand could own is:
8. A claim my brand could own is:
9. A claim my brand could own is:
10. A claim my brand could own is:

TWO:

# STAKEHOLDER INTERVIEW QUESTIONS

Type your interview answers right into the spaces when you interview your five stakeholders. And when your interviews are done, simply highlight or **bold** the bits you find particularly relevant or interesting.

## STAKEHOLDER ONE

1. What area of specialty can we claim as our greatest strength?
2. Where are we currently ranked in this area? First, second, third?
3. Why does the world need us? Countless other companies already do what we do.
4. What do we do for our customers that they think is really, really important and valuable?
5. What would these customers tell their friends? What would be the one thing they remember about us?
6. What are our competitors famous for?
7. If we went head to head with them where would we win, and lose?
8. How would we personify our company? Bigger than, smaller than, more personal than, harder working than…?
9. What are you most proud of in our company? What needs the most work?

## STAKEHOLDER TWO

1. What area of specialty can we claim as our greatest strength?
2. Where are we currently ranked in this area? First, second, third?
3. Why does the world need us? Countless other companies already do what we do.
4. What do we do for our customers that they think is really, really important and valuable?
5. What would these customers tell their friends? What would be the one thing they remember about us?
6. What are our competitors famous for?
7. If we went head to head with them where would we win, and lose?
8. How would we personify our company? Bigger than, smaller than, more personal than, harder working than…?
9. What are you most proud of in our company? What needs the most work?

## STAKEHOLDER THREE

1. What area of specialty can we claim as our greatest strength?
2. Where are we currently ranked in this area? First, second, third?
3. Why does the world need us? Countless other companies already do what we do.
4. What do we do for our customers that they think is really, really important and valuable?
5. What would these customers tell their friends? What would be the one thing they remember about us?
6. What are our competitors famous for?
7. If we went head to head with them where would we win, and lose?
8. How would we personify our company? Bigger than, smaller than, more personal than, harder working than…?
9. What are you most proud of in our company? What needs the most work?

## STAKEHOLDER FOUR

1. What area of specialty can we claim as our greatest strength?
2. Where are we currently ranked in this area? First, second, third?
3. Why does the world need us? Countless other companies already do what we do.
4. What do we do for our customers that they think is really, really important and valuable?
5. What would these customers tell their friends? What would be the one thing they remember about us?
6. What are our competitors famous for?
7. If we went head to head with them where would we win, and lose?
8. How would we personify our company? Bigger than, smaller than, more personal than, harder working than…?
9. What are you most proud of in our company? What needs the most work?

## STAKEHOLDER FIVE

1. What area of specialty can we claim as our greatest strength?
2. Where are we currently ranked in this area? First, second, third?
3. Why does the world need us? Countless other companies already do what we do.
4. What do we do for our customers that they think is really, really important and valuable?
5. What would these customers tell their friends? What would be the one thing they remember about us?
6. What are our competitors famous for?
7. If we went head to head with them where would we win, and lose?
8. How would we personify our company? Bigger than, smaller than, more personal than, harder working than…?
9. What are you most proud of in our company? What needs the most work?

THREE:

# CONSUMER INTERVIEW QUESTIONS

You can type your interview answers right into these handy questionnaires when you interview your ten consumers. And when your interviews are done, simply highlight or **bold** the bits you find particularly relevant or interesting.

## CONSUMER ONE

1. Why do you use our product?
2. What’s the biggest problem it solves for you?
3. Have you tried the competition? Why did you switch?
4. What’s the single thing you like the best about our product?
5. What needs some work?
6. Describe the feel of the company. Do you get any sense of the people making this product and what their values are? Are they any different than the people making other, competitor products?

## CONSUMER TWO

1. Why do you use our product?
2. What’s the biggest problem it solves for you?
3. Have you tried the competition? Why did you switch?
4. What’s the single thing you like the best about our product?
5. What needs some work?
6. Describe the feel of the company. Do you get any sense of the people making this product and what their values are? Are they any different than the people making other, competitor products?

## CONSUMER THREE

1. Why do you use our product?
2. What’s the biggest problem it solves for you?
3. Have you tried the competition? Why did you switch?
4. What’s the single thing you like the best about our product?
5. What needs some work?
6. Describe the feel of the company. Do you get any sense of the people making this product and what their values are? Are they any different than the people making other, competitor products?

## CONSUMER FOUR

1. Why do you use our product?
2. What’s the biggest problem it solves for you?
3. Have you tried the competition? Why did you switch?
4. What’s the single thing you like the best about our product?
5. What needs some work?
6. Describe the feel of the company. Do you get any sense of the people making this product and what their values are? Are they any different than the people making other, competitor products?

## CONSUMER FIVE

1. Why do you use our product?
2. What’s the biggest problem it solves for you?
3. Have you tried the competition? Why did you switch?
4. What’s the single thing you like the best about our product?
5. What needs some work?
6. Describe the feel of the company. Do you get any sense of the people making this product and what their values are? Are they any different than the people making other, competitor products?

## CONSUMER SIX

1. Why do you use our product?
2. What’s the biggest problem it solves for you?
3. Have you tried the competition? Why did you switch?
4. What’s the single thing you like the best about our product?
5. What needs some work?
6. Describe the feel of the company. Do you get any sense of the people making this product and what their values are? Are they any different than the people making other, competitor products?

## CONSUMER SEVEN

1. Why do you use our product?
2. What’s the biggest problem it solves for you?
3. Have you tried the competition? Why did you switch?
4. What’s the single thing you like the best about our product?
5. What needs some work?
6. Describe the feel of the company. Do you get any sense of the people making this product and what their values are? Are they any different than the people making other, competitor products?

## CONSUMER EIGHT

1. Why do you use our product?
2. What’s the biggest problem it solves for you?
3. Have you tried the competition? Why did you switch?
4. What’s the single thing you like the best about our product?
5. What needs some work?
6. Describe the feel of the company. Do you get any sense of the people making this product and what their values are? Are they any different than the people making other, competitor products?

## CONSUMER NINE

1. Why do you use our product?
2. What’s the biggest problem it solves for you?
3. Have you tried the competition? Why did you switch?
4. What’s the single thing you like the best about our product?
5. What needs some work?
6. Describe the feel of the company. Do you get any sense of the people making this product and what their values are? Are they any different than the people making other, competitor products?

## CONSUMER TEN

1. Why do you use our product?
2. What’s the biggest problem it solves for you?
3. Have you tried the competition? Why did you switch?
4. What’s the single thing you like the best about our product?
5. What needs some work?
6. Describe the feel of the company. Do you get any sense of the people making this product and what their values are? Are they any different than the people making other, competitor products?

FOUR:

# OUTSIDER INTERVIEW QUESTIONS

You can type your interview answers right into these handy questionnaires when you interview your ten consumers. And when your interviews are done, simply highlight or **bold** the bits you find particularly relevant or interesting.

## OUTSIDER ONE

1. Are you clear about what our product does?
2. Does it remind you of another product?
3. What do customers want most from products like ours?
4. List our competitors? Are any of them famous for anything?
5. Is there any unaddressed pain point in the market that this product could claim? Is it a big pain point?

## OUTSIDER TWO

1. Are you clear about what our product does?
2. Does it remind you of another product?
3. What do customers want most from products like ours?
4. List our competitors? Are any of them famous for anything?
5. Is there any unaddressed pain point in the market that this product could claim? Is it a big pain point?

## OUTSIDER THREE

1. Are you clear about what our product does?
2. Does it remind you of another product?
3. What do customers want most from products like ours?
4. List our competitors? Are any of them famous for anything?
5. Is there any unaddressed pain point in the market that this product could claim? Is it a big pain point?

## OUTSIDER FOUR

1. Are you clear about what our product does?
2. Does it remind you of another product?
3. What do customers want most from products like ours?
4. List our competitors? Are any of them famous for anything?
5. Is there any unaddressed pain point in the market that this product could claim? Is it a big pain point?

## OUTSIDER FIVE

1. Are you clear about what our product does?
2. Does it remind you of another product?
3. What do customers want most from products like ours?
4. List our competitors? Are any of them famous for anything?
5. Is there any unaddressed pain point in the market that this product could claim? Is it a big pain point?

FIVE:

# POSITIVES / NEGATIVES

Read through all the highlighted bits from your interviews. Write the absolute best five or six positive bits you heard under the positive header. Do the same for the negatives, but under the negative header.

If you’re getting swept up in the excitement, perhaps show a few folks who are close to your business. Are you missing any great positive or negative bits? Are there some stinkers in there that need to be cut?

|  |  |
| --- | --- |
| **POSITIVES** | **NEGATIVES** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

SIX:

# UNIQUE SELLING PROPOSITION

1. (My product) is the (superlative attribute my product owns) because (reason).
2. (My product) is the (superlative attribute my product owns) because (reason).
3. (My product) is the (superlative attribute my product owns) because (reason).

SEVEN:

# YOUR STORY

Your story only needs a few simple elements to be great:

1. **What was the world like for consumers before you existed?**
2. **Why didn’t anyone succeed in creating a product like yours before?**
3. **What did you do to create this amazing product?**
4. **How have the lives of consumers changed (for the better) now that your product is in their lives?**
5. **How do you expect to keep making their lives better, even after they purchase your product?**

I would recommend you initially try writing your story in bullet point form. If the bullets ring true for yourself and a few friends or colleagues, craft the story into full sentences.