



W O R K B O O K | V 1

FIVE QUESTIONS TO ASK IF YOUR SPORTS FACILITY NEEDS TO UPDATE YOUR BRAND

H O W E N S T I N E
D E S I G N S

TAYLOR HOWENSTINE
OWNER / BRAND STRATEGIST

CONTACT
260-602-8043
TAYLOR@HOWENSTINEDESIGNS.COM

Brand Story / Exercise 1

Step 1 - Brain dump all your thoughts into each section (even the bad ones)

Step 2 - Go back and pick top three from brain dump

Step 3 - Using one of the top three from each section try to create your story with two to three sentences.

Beginning:

Problem:

Explain your why or the problem that you set out to solve.

Middle:

Solution:

Describe how you solved it.

End:

Success:

Get excited about the success this produced.

P R O B L E M S	S O L U T I O N S	S U C C E S S
Slow 40 Time Helps with back pain	Process to maximize speed Techniques to fix pain	100 kids with faster times Pain free for months

Write out story

Example

As a former athlete I created XYX Sports Performance because I was slow and now have pain due to improper techniques. We have created a facility that helps young athletes maximize their performance while teaching proper techniques so they can live a long healthy life after the game. Over the past 10 years when have help 100's of kid improver their performance so they can achieve their goals now and long into the future.

Brand Story / Bonus

Once upon a time...

And because of that...

And every day...

Until finally...

Until one day...

And since that day...

And because of that...

The moral of the story is...

And because of that...

User Profiles / Exercise 2

CUSTOMER PROFILE | EXERCISE EXAMPLE

Name
Brian Smith

Profile Type

Ideal Customer

Want More of
Employee
Influencer
Other

Day in the Life

Goal is to find opportunities to
improve their day or ways to
market to them.

7:00am

Wake up / Workout /
healthy breakfast / Clock
in / Plan day

10:00am

Team meeting /
Morning training sessions

1:00pm

Lunch /
Emails / Afternoon
training prep

4:00pm

Afternoon training
sessions

7:00pm

Commute home/ Dinner
/ Family Time / Watches
the game / Research new
training techniques

10:00pm

In Bed and asleep

Create marketing efforts
on these sites they visit

Demographics

- Male
- 38
- Upper Class
- Married
- 2 Kids

Needs

- Needs a new look that will align with the athletes and the city
- Organization has changed over the years and needs to plan for the future
- Wants to make things easier and more optimized
- Improve Recognition
- Improve sponsorship
- Build trust
- Identifies who you are
- Express what you stand for
- Connect with your Community
- Align with a specific type of athlete

Story

- Head of branding and marketing for sport fieldhouse
- Passionate sports fan
- Former Athlete who want to stay working sports
- Played college ball at lower lever school

Solutions

How do you go beyond meeting their needs?

Is there something that you can do uniquely for them

- Brand strategy to define the cities values and what the athletes needs are,
- Create a playbook to reach your desired future state.
- Brand guidelines that help tell the story of why to effortlessly share with employees and vendors
- Modern and great looking design that aligns with the brand and Ideal clients
- Limit competition / get the inside track to win more
- Create a specialized and focused deliverables bases on brand strategy research ideal clients
- Uncover what your ideal athlete needs and offer them the solution/service they want

CUSTOMER PROFILE | WORKBOOK

Name (Fake Name)

Profile Type

Ideal Customer
Want More of
Employee
Influencer
Other

Demographics

- Age
- Gender
- Income
- Marital Status
- Spouse / Partner Name - Kids

Story

- Where are they in life?
- Where is their work situation?
- What is happening that qualifies them to be a profile for you?
- What challenges are they having?

Day in the Life

Goal is to find opportunities to improve their day or ways to market to them.

7:00am

10:00am

1:00pm

4:00pm

7:00pm

10:00pm

Needs

- What do they need to solve their challenges?
- What can you give them that will help them overcome them?

Solutions

- How do you go beyond meeting their needs?
- Is there something unique that you can do

CUSTOMER PROFILE | WORKBOOK

Name (Fake Name)	Demographics	Story
<div>Profile Type</div> <div><div>Ideal Customer</div><div>Want More of</div><div>Employee</div><div>Influencer</div><div>Other</div></div>		
<div>Day in the Life</div> <div>7:00am</div>		
	Needs	Solutions
10:00am		
1:00pm		
4:00pm		
7:00pm		
10:00pm		

CUSTOMER PROFILE | WORKBOOK

Name (Fake Name)	Demographics	Story
<div>Profile Type</div> <div><div>Ideal Customer</div><div>Want More of</div><div>Employee</div><div>Influencer</div><div>Other</div></div>		
<div>Day in the Life</div> <div>7:00am</div>		
	Needs	Solutions
<div>10:00am</div>		
<div>1:00pm</div>		
<div>4:00pm</div>		
<div>7:00pm</div>		
<div>10:00pm</div>		

Onliness / Exercise 3

Step 1 - Brain dump all your thoughts into each section (even the bad ones)

Step 2 - Go back and pick top three from brain dump

Step 3 - Go back around and pick the best and fill in the sentence below

Step 4 - Modify sentence as needed

OFFERING	CATEGORY	BENEFITS
40 yard dash training Sports strength training	High school football player Elite athletes (All sports)	Gain competitive edge Play at the next level

OUR _____ IS THE ONLY

OFFERING

THAT	
CATEGORY	BENEFIT
1. PROVIDES A CLEAR, CONCRETE, AND MEASURABLE GOAL	1. CLARITY
2. IS SPECIFIC AND TARGETED	2. FOCUS
3. IS CHALLENGING BUT ACHIEVABLE	3. MOTIVATION
4. IS TIME-BINDING	4. ACCOUNTABILITY
5. IS MONITORED AND TRACKED	5. FEEDBACK
6. IS FLEXIBLE	6. ADAPTABILITY
7. IS SUPPORTED BY A POSITIVE MINDSET	7. RESILIENCE
8. IS A PART OF A LARGER VISION	8. MEANING
9. IS A RESULT OF A COMMITMENT	9. DEDICATION
10. IS A PART OF A RITUAL	10. DISCIPLINE

Gaps / Exercise 4

SWOT

C O M P A N Y

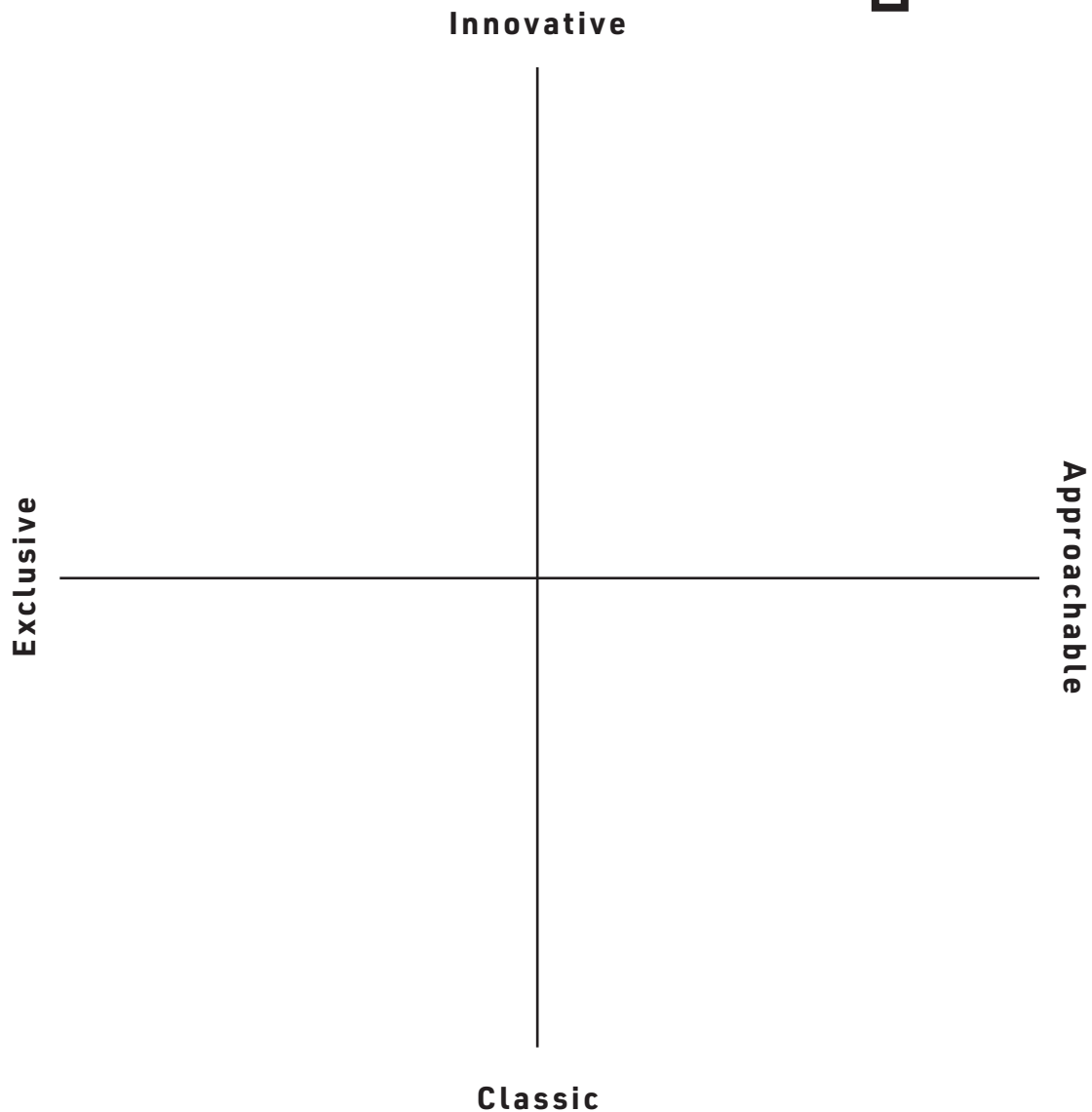
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C U S T O M E R S (U S E F O R O T H E R C U S T O M E R T Y P E S)

INTERNAL		EXTERNAL	
Strength	Weakness	Opportunity	Threats

Goals / Exercise 5

○ TODAY
● WANT TO BE
◻ COMPETITORS



Write your goals. Then write the solutions. Then take score, rate 1-10. On how easy (doable) plus desirable will give you the a priority list.

Goal	Action/Solution	Doable	Desirable	Total
<ul style="list-style-type: none"> • Increase Revenue by 10% • Improve branding 	<ul style="list-style-type: none"> • Marketing plan for the elite athletes • Brand Strategy workshop 	<div>6</div> <div>10</div>	<div>8</div> <div>10</div>	<div>14</div> <div>20</div>

First
Priority

Notes

**WANT TO DO A FULL BRAND
STRATEGY WORKSHOP OR
HAVE QUESTIONS?
CONTACT US @**

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