



E - B O O K / 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

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CONFIDENTLY  
DIFFERENTIATED

INTRO

Running a business isn't easy especially in the crowded sports industry, with all the daily to-dos it's easy to neglect or become complacent with your brand and how it is performing. Most businesses know what they should be doing but aren't because they don't value it or they don't have the time. Taking the time to simply stop and ask yourself a few basic questions can add tons of value and help you grow your business to where you want it to be.

I learned the value of sitting down and answering the basic questions that seem to be obvious but never really asked when I got married. My wife is catholic and in order to get married in the catholic church, they asked us to do a marriage retreat. This lasted one weekend and we were put through a series of workshops/exercises. My takeaway was that they wanted to make sure we were asking each other the right questions so we were aligned for our future.

By simply making us ask and answer basic relationship questions we were able to realize why we wanted to get married and also found areas in which we have neglected or thought we were on the same page when we weren't. One weekend or a few minutes to ask yourself or your partner/s basic questions can be the difference between a happy fruitful relationship or an unhappy dysfunctional relationship.

I have created a series of questions that will make you think about your business and your brand to see if you are on the right path to reaching your desired future state or if you need a new playbook.

# WHAT IS YOUR BRAND STORY?

INTRO

Brands often struggle with their mission, vision, and guiding principles – Your story is a short quick version of your why, who, what, and how. In today’s global market people buy based on your why instead of what. It’s key to have a clear mission, vision, core values, and guiding principles so you can tell your story. If your brand aligns with your customer’s values and beliefs you are more likely to get the business.

WHAT IS A BRAND STORY?

A brand story recounts the series of events that sparked your company’s inception and expresses how that narrative still drives your mission today. Just like your favorite books and movies’ characters, if you can craft a compelling brand story, your audience will remember who you are, develop empathy for you, and, ultimately, care about you.

APPLYING THE GOLDEN CIRCLE



I, among many, like to refer to Simon Sineks “Golden Circle”. It’s an easy-to-understand model that is used to explain the different levels of communicating to your audience, as well as defining your business.

Here’s how you can use it. When it comes to defining and communicating the “Why” behind your business idea, I like to follow Sinek’s own advice and start with “Why?”. “Consumers don’t buy what you do, they buy why you do it.”

WORKBOOK / EXERCISE

Elements to make a good story are Exposition, Conflict, Rising Action, Climax, and Resolution. Use these elements and the Golden Circle to tell your story. Basically turn your why into a compelling story about your business, who you serve and the problem you solve.

A simpler way to think about this is every story has a beginning, middle and ending.

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.

Example Brand Story

GoPro frees people to celebrate the moment, inspiring others to do the same. From cameras to apps and accessories, everything we do is geared to help you capture life as you live it, share the experience and pass on the stoke. We believe that sharing our experiences makes them more meaningful and way more fun.

GoPro was founded in 2002 by Nick Woodman—a surfer, skier and motor sports enthusiast in search of a better way to film himself and his friends surfing. What started with a 35mm camera and a wrist strap made from old wet suits and plastic scraps has grown into an international company that has sold over 26 million GoPro cameras in more than 100 countries.

BREAKDOWN

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

They wanted to captured life as you live it and pass on the stoke and they believe life is

Why

We believe that sharing our experiences makes them more meaningful and way more fun.

Middle: Describe how you solve the problem.

Create a better way for surfers, skiers and motor sports enthusiast to film them self and friends in action.

End: Success: Get excited about the success this produced.

Now an international company that has sold over 26 million goPro cameras in more than 100 countries

Why this works:

Its interesting, you hear their why and you know exactly who this is for, what id does, and how this product will benefit the customer.

BONUS EXERCISE

Another exercise to try is mapping your story out on Disney’s story spine:

Once upon a time...  
And every day...  
Until one day...  
And because of that...  
And because of that...  
And because of that...  
Until finally...  
And since that day...  
The moral of the story is...

# WHO IS YOUR IDEAL CUSTOMER?

INTRO

Business is all about relationships. You need customers to stay in business and you really only need one group of loyal customers and loyal customers come from building chemistry and speak directly to that group. If you understand your ideal customer’s needs, goals, frustrations, feelings, values, and what not to say you can build a long-lasting relationship. This also saves you time and money because you know what and how to market without the guesswork.

WHY

- Advertising in the media where they spend the most time (Online, blogs, websites, print, TV, radio)
- Creating marketing and advertising messages that address their pain points
- Using social media to share content relevant to their concerns
- Including words and phrases they use in your sales and marketing copy
- Communicating in their preferred format (text, visual, video, long-form, short-form)

*ANY MARKETING STRATEGY WORTH ITS SALT, WHETHER WRITTEN IN 1916 OR 2021, BEGINS BY IDENTIFYING THE CUSTOMER AND THE CUSTOMER’S NEEDS. AND THAT STARTS BY CREATING AN IDEAL CUSTOMER PROFILE,*

CUSTOMER PROFILE | WORKBOOK

Name (Fake Name)

Demographics

Story

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

Needs

Solutions

10:00am

1:00pm

4:00pm

7:00pm

10:00pm

# IS YOUR BRAND POSITIONED TO SUCCEED TODAY?

Most businesses want to work less and make more money or they want a constant flow of customers/leads to stay in business. Positioning is the foundation from which this all happens. Having a clear positioning statement takes out a lot of the guesswork, makes you an expert for a certain group or services, which also allows you to charge a premium for your services. This also limits your competition and differentiates you from the competition. It gives you the inside lane to work with more of who you want to work with.

BENEFITS

- Clear Messaging
- No Guesswork in Marketing
- Saves Time and Money
- Charge a Premium
- Build Better Relationships
- Offer Better Service
- Limit Competition
- Win More
- Differentiated From Competition
- Don't Compete on Price
- Become an Expert
- Onliness Statement
- Occupy a Specific Space in Customers Minds

EXERCISE 1

Marty Neumier is on the leader in branding so why not copy his proven method to help you position your business to win more and confidently differentiate you from the competition.

WHAT MAKES YOUR BRAND THE "ONLY" IN ITS CATEGORY?

"Onlyness" is by far the most powerful test of a strategic position. Brands need strong positioning because customers have choices—if you don't stand out, you lose. I wrote a little book about this, called ZAG. It says that to win the positioning game, you have to answer one simple question: What makes you the "only"?

You'll soon see that answering this question is far from easy. One way to approach it is to think about why your brand matters. At Howenstine Designs, we take our clients through a series of steps to discover what makes them the only, which is nothing less than a journey to the core of their business. Remember, you can't advertise your way to onlyness—you have to start with it.

<https://www.martyneumeier.com/the-onlyness-test>  
Marty Neumeier | ZAG

OUR \_\_\_\_\_ IS THE ONLY

OFFERING

\_\_\_\_\_ THAT \_\_\_\_\_

CATEGORY BENEFIT

EXAMPLE

Our **branding and design service** is the ONLY **service that specializes in helping sports performance facilities and fieldhouses** that **want to reach their desired future state and win more customers**.

FINAL THOUGHTS

Positioning isn't something you can do in one exercise, at Howenstine Designs we have a series of prompts and exercises combined with the series of other exercises we do in our brand strategy process to come to a clearly defined position statements. The one provided above is simple and is great to help you understand if your positioning needs work.

# ARE THERE GAPS IN YOUR MARKET?

Finding out the details of your competition is key but it's best to look at it from the customer side. Why are they buying from them, why are they not buying from them? Are there needs or services being unmet. Are they dominating market space? If so, how can you service the outlier customers? These questions help you find gaps in your business and theirs so you can find solutions to grow your market share. This also helps position your service or product so you can win more.

GAP TYPES

Brand Gap

Is a gap in your perception of the brand compared to what your customers perception of the brand.

Opportunity Gap

Is your product or service not meeting a need or want. Is that a touch point that is not being utilized. Why are they buying form the competitor and not you and how can you become the natural choice in this situation.

Market Gap

This is a Competitive analysis and Niche aspect of gaps. Where do you and your competition fit on the market and is there an area that is getting neglected.

# SWOT

COMPANY

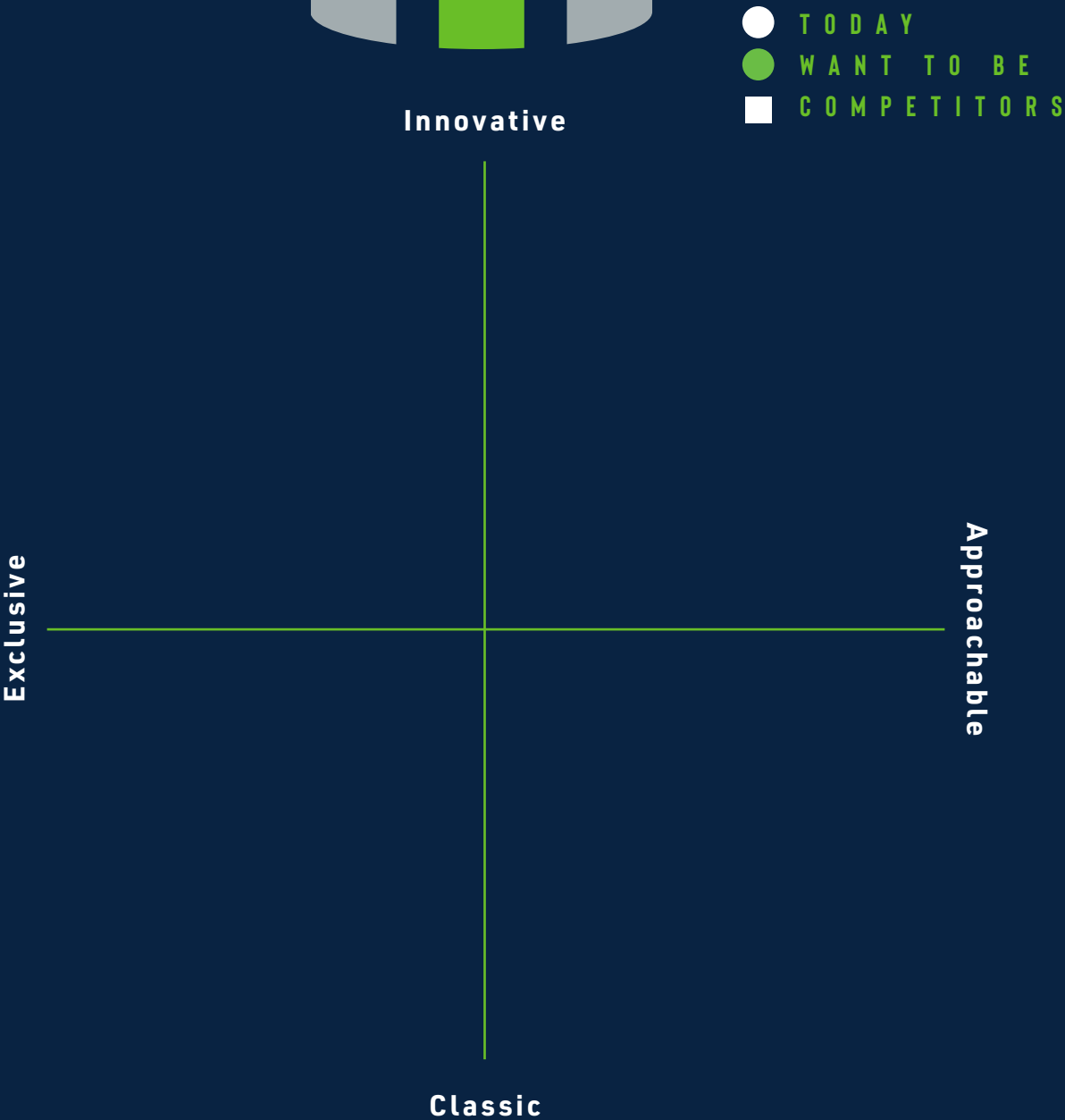
INTERNAL		EXTERNAL	
Strength	Weakness	Opportunities	Threats

CUSTOMERS (USE FOR OTHER CUSTOMER TYPES)

INTERNAL		EXTERNAL	
Strength	Weakness	Opportunity	Threats

# DESIRED FUTURE STATE IN 1 YEAR, 3 YEARS, AND 10 YEARS?

The goal of brand strategy is to create the playbook to reach your desired future state. Most future states are based on scaling the business, make more money, or to make work easier/optimize. The way to get to this is to make sure we have a clear set of goals based on a deep understanding of your business (brand story & brand personality), your customers (ideal customers, secondary customer, and customer you more of), and your market analysis and competition audits). Once you understand all this you can create better more accurate goals and solutions (the playbook) to a reach goals desired future state with less effort, time and money. If you do all this properly you have an easier and less expensive road to reaching those goals.



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

# WANT TO DO A FULL BRAND STRATEGY WORKSHOP?

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## T. HOWENSTINE

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### ABOUT TAYLOR

Howenstine designs was created to fulfill my passion for sports and creative problem solving. I want to help other entrepreneurs and businesses get results by developing innovative user-centric design solutions.

### ABOUT HOWENSTINE DESIGNS

Since Howenstine Designs started in 2013 it has grown into a sports branding and design business driven by a passion for sports and creativity.

Led by, Taylor Howenstine, Howenstine Designs has worked with a number of businesses and start-ups to deliver high-quality brand and design solutions through goal driven communication.

Our mission is simple, it is to deliver top-notch services though problem solving and exceeding our client expectations. Everything we do, we do in an innovative, fun, and collaborative environment.





HOWENSTINE  
DESIGNS LLC