Fractal Brand

BONUS VIDEO
Identifying Your Core Belief
— *see page 5*

Fractal Brand Identity™ System

BRAND FUNDAMENTALS WORKSHEET

Systematically Build Your Brand From The Inside Out

PROLIFIC BRAND DESIGN

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The **Fractal Brand Identity**™ system was created to answer this question:

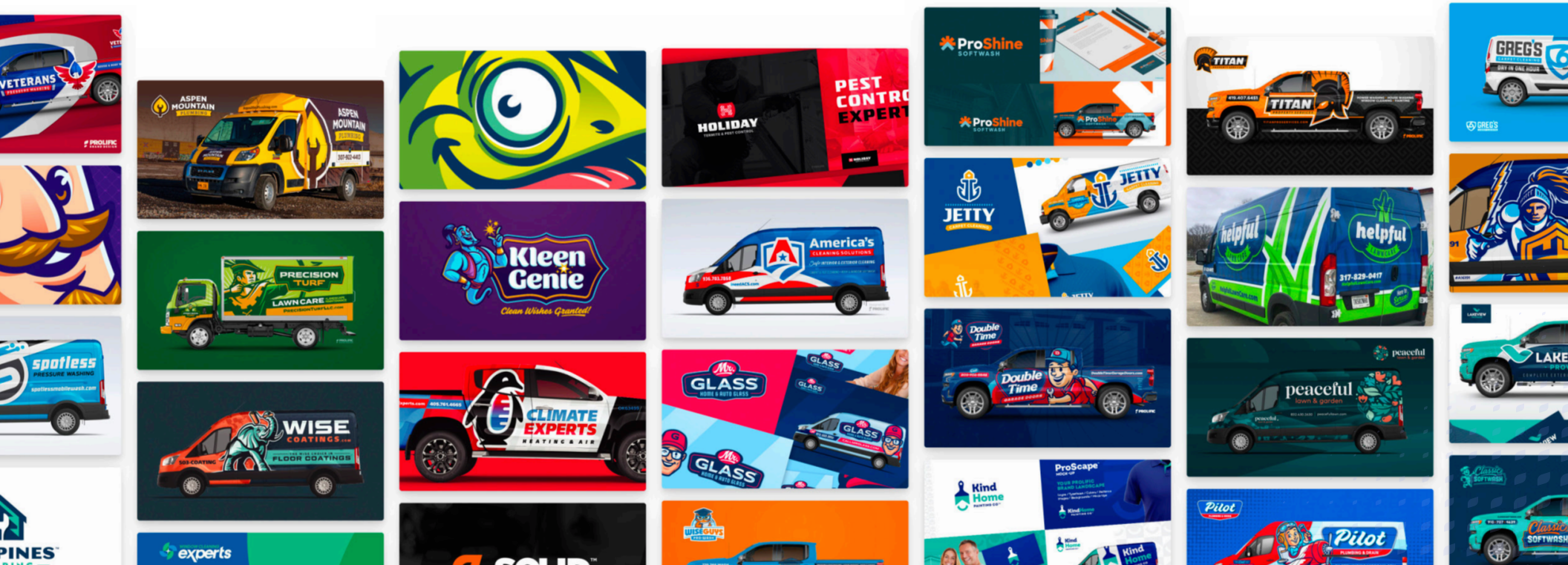
“We need more great people.

...More of the right team members, more of the right clients.”

If you are looking for more great clients or team members, the chances are you already know that you have to stand out to be chosen by them. The problem is, you don’t know how to. Why? because when you hear “stand out” or “differentiate,” what you might actually hear is, “do something that no one has ever done before.”

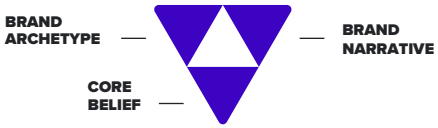
The **Fractal Brand Identity**™ system instead poses this simpler answer, **“be more of you.”** Instead of trying to be different or be disruptive, which can lead to being seen as disingenuous and gimmicky - **be more of the same, be more of you.** Define your unique **Fractal Brand Identity**™ and systematically, clearly, and distinctly be more of you in every interaction; to stand out, stand for something, and be remarkable to the best future team members and clients.

Need help integrating your **Fractal Brand Identity**™ system or building your next logo or brand?
Reach out to us: 630.923.5388 or sales@ProlificBrandDesign.com

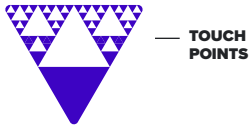


Fractal Brand Identity™ System

Your Fractal Brand system gives you a powerful tool set that when applied internally and externally creates a clear and unique brand that stand outs, resonates, and positions you as the preferred brand to your ideal market.



Fractal Brand Fundamentals



Fractal Brand In-Use

Fractal Brand Recall

CORE BELIEF

You're core belief dictates purpose, guides action, and facilitates deep customer connections.

CORE BELIEF

CORE VALUES IDEAS

ARCHETYPE

Personify your brand with a relatable, consistent, and engaging tone.

BRAND ARCHETYPE

PRIMARY

SECONDARY

PERSONALITY TRAITS

NARRATIVE

A unique lens through which stories can be crafted and experienced.

Five Types of V.O.I.C.E. Story Narratives:

VISIONARY

ORIGIN

INNOVATION

CUSTOMER

EMBLEMATIC

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Remember You Have 3 Types Of Customers

Your team members, the clients you serve, and the wider communities you serve.

All of the following questions and brainstorming can apply to all of these target focuses.

By intentionally approaching all three markets, you can more effectively:

- **Differentiate & Elevate Brand Awareness, Preference, and Resonance**
- **Build a Strong Internal Culture & Enhance Team Morale**
- **Increase Revenue & Profitability Through Enhanced Marketing Efficiency**

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Finding your core belief

Identifying and embracing your core belief is not just a reflective exercise but a strategic necessity. For individuals and businesses alike, a well-defined core belief serves as your true north, aligning actions, decisions, and brand strategies with authentic values. This alignment enhances personal satisfaction, fosters a cohesive and motivated team environment, and is the key element to a Fractal Brand Identity™ that resonates deeply with both team members and customers. In an era where authenticity and purpose drive consumer loyalty, getting everyone on your team clear on your true north is critical to achieve significant impact and long-term success.

3 Questions to find your core belief

1. What have you strived to instill in your children or someone else you have been able to mentor?

By reflecting on what you deem important to impart to the next generation, you can uncover your own fundamental beliefs and priorities. This introspection helps in identifying core values consider vital for success and well-being in life.

2. What are people today missing more than anything?

By identifying what you feel is lacking in society, you gain insight into the values and principles you hold dear. This reflection can reveal a core belief centered around what you think is essential for societal improvement, offering a broader context to your personal values and how they align with your vision of a better world.

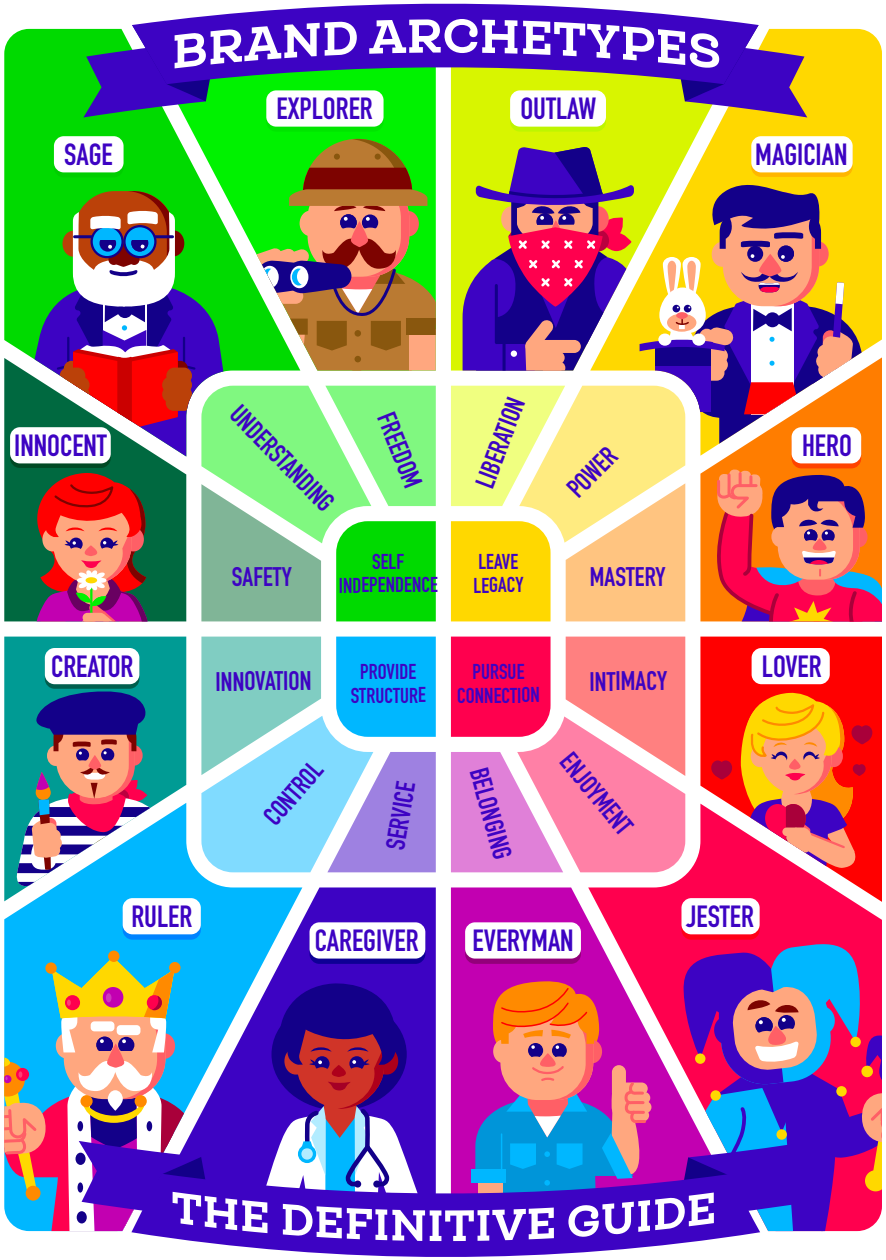
3. What are you like at your worst?

This question requires you to confront weaknesses. For growth-oriented individuals, especially successful business owners, the traits you recognize as your shortcomings are often areas where you strive for continuous improvement. As you brainstorm what you are like at your worst, flip the negative traits to positive to reveal key values.

BONUS VIDEO
Identifying Your Core Belief

30 Minute mini-webinar on identifying your core belief:

https://www.loom.com/share/a6e331369bb5444aab3503d96d3a46fe?sid=2eec9e59-02d5-49f8-820f-a8f2d3bfc01f



The Role of Archetypes in Home Services

In the home service space, the importance of your brand identity personality cannot be overstated. In an industry encompassing a wide range of services like plumbing, heating, cleaning, or landscaping, your service could often be perceived as only functional. In an increasingly competitive market, where homeowners have an endless amount of choices, the key to becoming the market leader moves away from the classic quality/speed/convenience model and into emotional connection, trust, and how well you resonate with your customers. This is where brand archetypes play a pivotal role in creating a systematic, cohesive, and consistent representation of your brand in the market.

The Power of Brand Archetypes

Brand archetypes are derived from Carl Jung's universally recognized characters in human psychology and storytelling. They serve as a blueprint for building your brand character, serving as a simple, yet powerful way to shape the perception of your company and establish deeper and more meaningful connections with your best customers and team members.

Applying your brand archetype and Fractal Brand Identity™ to the ways in which you represent yourself and interact with your market will completely change the game. No longer will you fight for awareness; instead, you will win not only preference, but resonance with your customers, blurring the lines between their story and yours.

Brand Archetype Personalities

MOST COMMON IN HOME SERVICE

The Everyman

CONNECTION / BELONGING

target · amazon

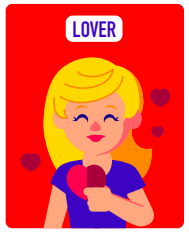
- Humble
- Friendly
- Authentic
- Like You
- Relatable

The Jester

CONNECTION / ENJOYMENT

M&M's · GEICO · DOLLAR SHAVE CLUB

- Pleasure seeking
- Humorous
- playful/fun
- optimistic
- Light hearted



The Lover

CONNECTION / INTIMACY

GODIVA · VICTORIA'S SECRET · NESCAFÉ

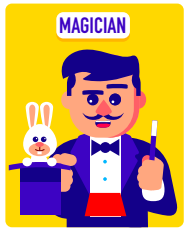
- Intimate
- sensual
- soothing
- lustful
- beautiful

The Hero

LEGACY / MASTERY

DURACELL · NIKE · FedEx

- Honest
- candid
- brave/heroic
- masterful
- dramatic (life or death)



The Magician

LEGACY / POWER

Coca-Cola · Disney · dyson

- Mystical, powerful
- informing
- reassuring
- awe inspiring
- clever

The Outlaw

LEGACY / LIBERATION

Virgin · HARLEY-DAVIDSON · Ferrari

- Disruptive
- rebellious
- combative
- challenging

The Explorer

INDEPENDENCE / FREEDOM

Red Bull · Jeep · STARBUCKS

- Exploring
- freedom seeking
- excited
- fearless
- daring

The Sage

INDEPENDENCE / UNDERSTANDING

Google · Audi · intel

- Understanding
- knowledgeable
- assuring/guiding
- truths
- wisdom/knowledge

The Innocent

INDEPENDENCE / SAFETY

fisher-price · Dove · WHOLE FOODS MARKET

- Safe
- simple
- optimistic
- honest
- humble

The Creator

STRUCTURE / INNOVATION

LEGO · Apple · Adobe

- Innovative/imaginative
- creative
- inspirational
- daring
- Provocative

The Ruler

STRUCTURE / SERVICE

ROLEX · Mercedes-Benz · AMERICAN EXPRESS

- Controlling
- commanding
- articulate/refined
- powerful
- status

The Caregiver

STRUCTURE / CONTROL

CVS · Pampers · VOLVO

- Caring
- warm
- reassuring
- serving
- loving

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Finding your brand narrative

A brand narrative does not have to be a company founding story, although it should include that. Your brand narrative should simply be set of stories that capture the essence of your brand from different perspectives. Your brand narrative should serve as proof of your brand belief and personality. **You should have at least one key story in each of these areas:**

V.O.I.C.E. Story Types:

Visionary
Focuses on the brand's ambitious goals for the future and the impact it seeks to achieve, particularly in sustainability, technology, or customer service. A mission and or vision statement can go here.

Origin
Tells the compelling story of the brand's beginnings, highlighting the founder's motivations, and challenges.

Innovation
Showcases the brand's commitment to innovation through the introduction of new technologies, methodologies, or practices.

Customer Transformation (Company, Client, Community)
Highlights the transformative impact of the brand on its employees, clients, and community.

Emblematic
Reflects on the symbols, actions, stories, or ideas that encapsulate the brand’s core values, personality, or other stories.

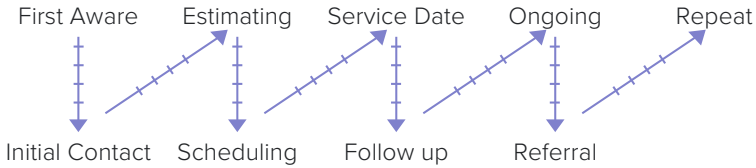
Map it

List from start to finish every interaction point or step in delivering value for your clients from start to finish. (can also be applied to your team member touch points)

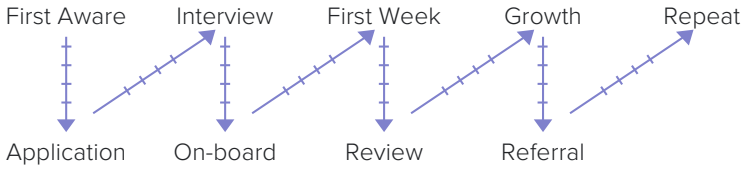
EMBLEMATIC TOUCH POINTS

Serve as symbols for the overall experience. Shooting for 3 EMBLEMATIC TOUCH POINTS in your experience that you can foreshadow and call back to, that represent the whole of your Fractal Brand Identity™ is a simple way to systematically BE MORE OF YOU.

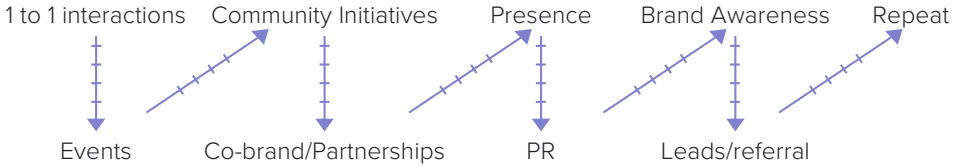
Client Touch Point Journey



Team Member Touch Point Journey



Community Touch Point Journey



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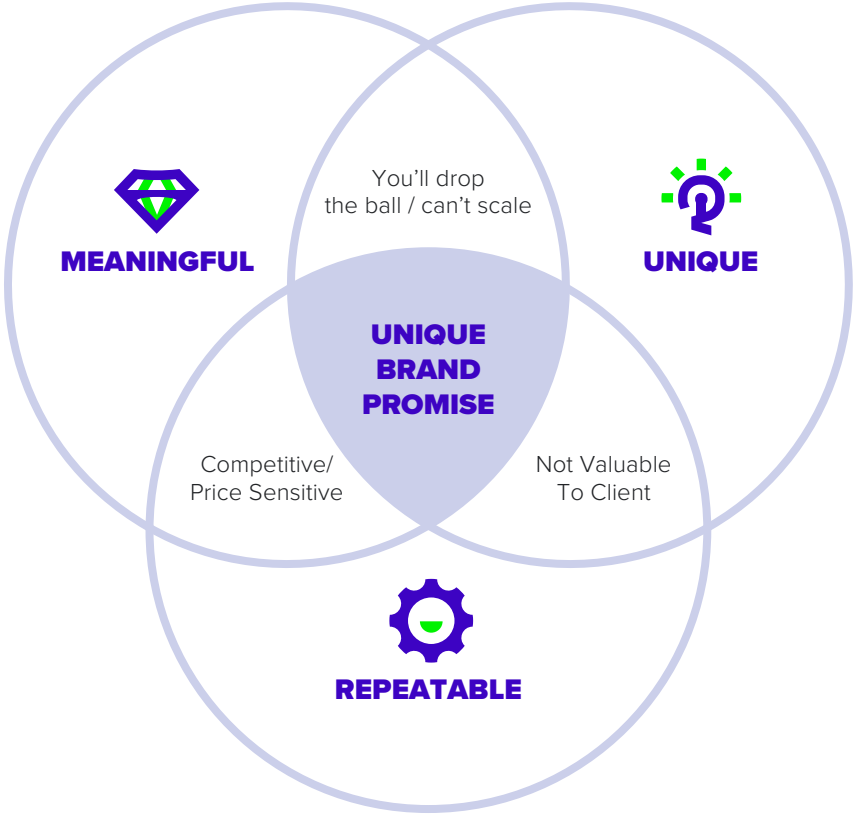
Creating a Re-mark-able Brand Promise

Create a clear and simple promise that is **meaningful**, **unique,** and impossible to fail on (**repeatable**). Be sure to create touchpoints that are **emblematic** to take an experience from great to re-mark-able - meaning shape the story you want your client to tell and re-mark about to others.

"Providing an exceptional experience isn't enough, it has to be re-mark-able." -Ryan Kettering



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Apply It

By looking through your client touch-points, behind the scenes production, marketing, communication, events, etc. These are the 5 main questions we look at to find opportunities where you can be more of you. This will lead to more fulfillment for clients and team, as well as better distinction, and client preference.

TEAM KNOWS BEST

Encourage team investment in your brand's identity through targeted meetings and celebrating brand-aligned achievements. Continuously seek ways to integrate your brand's value into every interaction and ensure your team embodies the brand essence consistently.

- **Trading card example**
- **Ritz-Carlton's $2,000 Rule**

STEAL LIKE AN ARTIST

Identify admirable qualities from brands outside your sector and consider tailoring their best ideas to your service and unique identity. Inversely, recognize what you dislike in other brands. By inverting negative traits, you can refine your brand's customer experience.

- **AI social media post Example**
- **A1 Garage Red Springs**

BREAK BEST PRACTICES

What does every business like yours do the same? Is there a way to still get the right outcome, but do it in a way that is more on brand with your beliefs, personality, and aptitudes?

- **Tesla Yoke Wheel Example**
- **Men in Kilts Uniforms**

THE BAD W'S

When are people wanting, waiting, wishing, wondering...
These are great areas to add unique value. Think about the times where clients have the most uncertainty, or have to wait the longest between communication.

- **Waiting lobby example**
- **Hiller Plumbing technician example**

THE CRAZY QUESTION

What is the craziest way you could be more of who you are?

This question can give you a lot of off-the-wall, unusable ideas, but brainstorming will also create ideas you never considered.

- **Tesla open source patents**
- **Blendtec 'Will it blend?' series**

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BE MORE OF YOU

The secret to true differentiation is sameness.

Ryan Kettering
Prolific Brand Design
BRAND STRATEGIST

Instead of trying to be different or be disruptive, which can lead to being seen as disingenuous and gimmicky - be more of the same, **be more of you**. Clarify and define your unique Fractal Brand Identity™ and seek to systematically, clearly, and distinctly be more of you in every interaction.

NEED AN UPDATE TO YOUR BRAND OR BRAND STRATEGY?

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