

6-PILLAR BE KNOWN™ FRAMEWORK

Pillar 1 — Identity

BRAND IDENTITY **WORKBOOK**

Build Your Foundation for Market Clarity



Why Identity Comes First

Identity is not your logo or your tagline. Identity is the strategic core of your brand. It shapes what your brand means, who it serves, how it shows up, and what it owns in the market.

Identity is defined outside-in, by looking at what your audience needs, what the market expects, what competitors are claiming, and what only your brand can own.

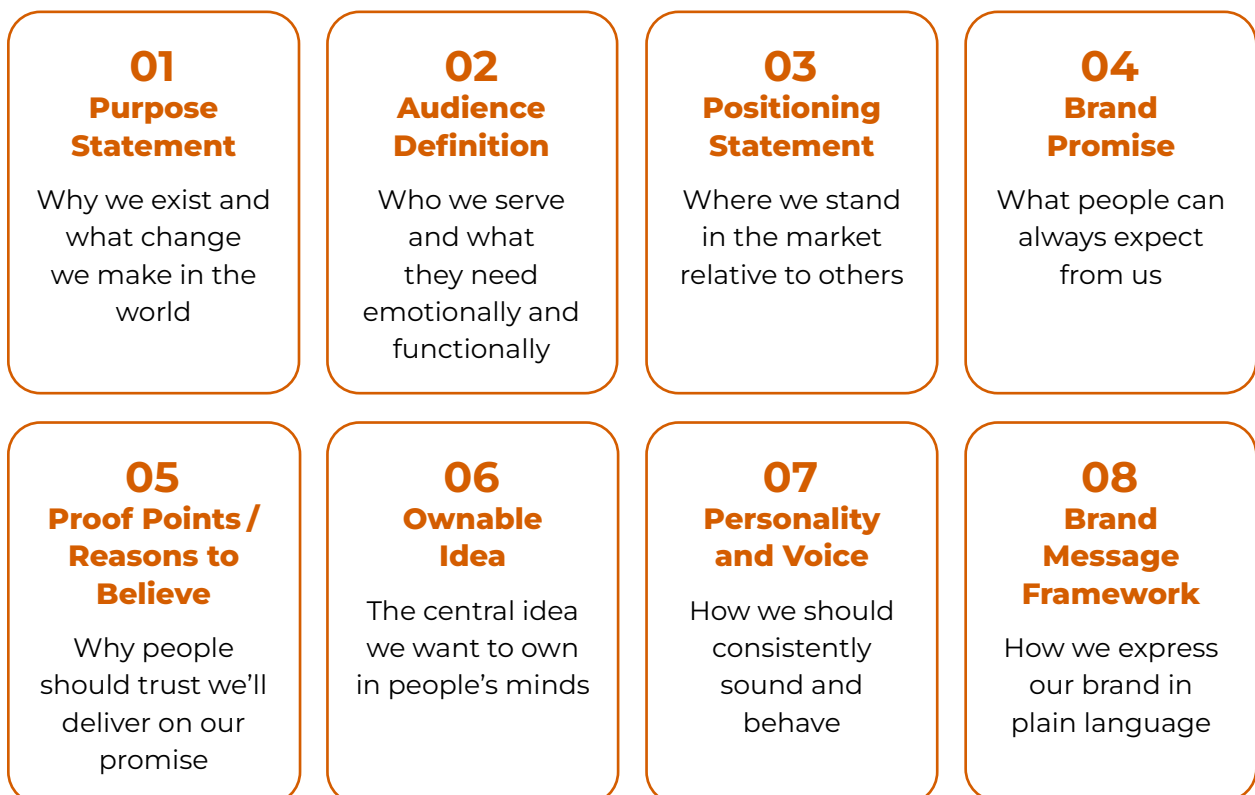
When Identity is clear, everything built on top of it becomes stronger:

Messaging becomes more consistent	Design becomes more aligned	Marketing becomes more effective	The brand begins to scale
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At Liger, Identity is the first, most important pillar that strengthens the entire brand structure.

The 8 Identity Assets

Every strong brand has clear answers to these eight Identity assets. This workbook will guide you through each one, using a fictional company called FlowWell as a complete example to help you develop your own.





Why do we exist beyond what we sell?

Your purpose statement articulates the change you want to make in the world and why your work matters beyond profit.

Question

FlowWell Example

What problem are we here to solve?

Remote professionals feel burned out, isolated, and overwhelmed.

Why does this problem matter?

It impacts mental health, relationships, and long-term well-being.

What mission are we on?

To help remote professionals build healthy work-life rhythms.

What future do we want to contribute to?

A world where productivity comes from balance, not burnout.

FlowWell Purpose Statement FlowWell exists to help remote professionals build healthy work-life rhythms so they can succeed without burning out.



Draft Your Purpose Statement

What problem are we here to solve?

Why does this problem matter?

What mission are we on?

What future do we want to contribute to?

Our purpose statement:

Please note: response fields have character limits to ensure your workbook formats correctly when downloaded and printed.



Who do we serve, and what do they need?

Understanding your audience means going beyond demographics to identify their emotional and functional needs.

Segment	Emotional Need	Functional Need	What They Want
Remote workers	Feel in control and supported	Structure, planning, habit tools	Balance, calm, clarity
Freelancers & entrepreneurs	Feel confident and capable	Simple productivity systems	Sustainable routines
HR leaders at remote-first companies	Feel proactive and supportive	Engagement, wellness tools	Healthier, less stressed teams

Key Insight FlowWell is not just a productivity tool. People choose it because they want rhythm, peace, and sustainable success.



Define Your Audience

Primary audience segment:

Their emotional need:

Their functional need:

What they ultimately want:

Key audience insight:



What makes us meaningfully different?

Your positioning statement clarifies where you stand in the market and what makes your approach unique.

Question

FlowWell Example

What space is underserved in your industry?

Wellness-driven productivity and rhythm-building

What do competitors offer?

Time trackers, focus apps, basic planning tools

What do competitors ignore?

Emotional well-being, whole-person productivity, sustainable rhythms

What makes your approach unique?

We blend planning, well-being, habit coaching, and rhythm.

FlowWell Positioning Statement FlowWell helps remote professionals build healthy work-life rhythms through simple planning tools and wellness-centered guidance designed for sustainable productivity and whole-person well-being.



Craft Your Positioning

What space is underserved in your industry?

What do competitors offer?

What do competitors ignore?

What makes your approach unique?

Our positioning statement:



What can people always count on from us?

Your brand promise is the commitment you make to everyone who interacts with your brand. It's not a tagline, it's an operational pledge.

Complete this sentence

When someone chooses [Your Brand], they can always expect

FlowWell Example When someone chooses FlowWell, they can always expect **simple, supportive tools that help them work well and live well.**



Define Your Promise

When someone chooses us, they can always expect:

How will we deliver on this promise? (List 3 ways)



Why should people trust we'll deliver on our promise?

A promise means nothing without proof. Reasons to believe are the tangible, verifiable facts that give people confidence you can and will deliver what you promise.

Proof points should be evergreen and substantial, not temporary awards or accolades, but foundational credibility markers that demonstrate capability, track record, and commitment.

Types of Proof Points

- **Credentials:** Years in business, certifications, partnerships, methodology
- **Track Record:** Client retention, growth metrics, longevity
- **Social Proof:** Client types served, industry recognition, testimonial themes
- **Capability Proof:** Proprietary processes, team expertise, unique resources
- **Commitment Signals:** Guarantees, support models, ongoing investment in excellence

FlowWell's Proof Points

Type	FlowWell's Evidence
Credentials	Developed by behavioral psychologists and productivity researchers with 20+ years studying remote work patterns
Methodology	Built on the Rhythm-First Framework™: a proprietary approach combining habit science, wellness tracking, and sustainable productivity research
Track Record	Supporting 50,000+ remote professionals across 100+ companies since 2019
Client Retention	92% of users continue beyond 6 months (industry average: 40%)
Capability	Dedicated wellness coaching included; every feature tested with 500+ remote workers before launch
Commitment	Weekly rhythm reviews, responsive support team, continuous product development based on user feedback

Notice: Each proof point is specific, verifiable, and directly supports FlowWell's promise of 'simple, supportive tools that help people work well and live well.' They serve as substantive evidence rather than generic claims.

Proof Points / Reasons to Believe *(continued)*



Build Your Proof Points

Our credentials (years, certifications, methodology, partnerships):

Our track record (retention, growth, longevity):

Our social proof (client types, recognition, testimonial themes):

Our capability proof (proprietary process, team expertise, unique resources):

Our commitment signals (guarantees, support, ongoing investment):

Our 3 strongest proof points:



What single idea do we want to own?

Your ownable idea is the central concept you want to be known for, the thing that should come to mind when people think of your brand.

Key Question

What concept do we want to be known for?

FlowWell's Ownable Idea

The rhythm of healthy productivity

This becomes the heart of FlowWell's brand identity.



Identify Your Ownable Idea

The concept we want to be known for:

Why this concept matters to our audience:

How we own this concept differently than competitors:



How should our brand feel, sound, and behave?

Brand personality and voice create consistency in how you communicate. This is how people recognize you across every touchpoint.

Question

FlowWell Example

If our brand were a person, it would feel...

Calm, wise, supportive

Our voice sounds...

Warm, thoughtful, reassuring

We avoid sounding...

Loud, rushed, clinical, or overly technical

After engaging with us, people should feel...

Lighter, clearer, and more confident

FlowWell's Brand Values

Value

What It Looks Like in Action

Simplicity

Clean tools, clear language, calm design

Support

Encouraging tone, no pressure or shame

Wholeness

Caring for work, health, rest, and relationships



Define Your Personality and Voice

If our brand were a person, it would feel:

Our voice sounds:

We avoid sounding:

People should feel (after engaging with us):

Our core brand values and what they look like in action:



How do we express our identity clearly and consistently?

From website copy to elevator pitches, your message framework gives you language to use in a variety of different contexts.

Message Element	FlowWell Example
Brand Statement	FlowWell helps remote professionals build healthy work-life rhythms through simple planning tools and wellness-centered guidance designed for sustainable productivity and whole-person well-being.
Value Proposition	We blend planning, rhythm, well-being, and real-life productivity to help remote workers succeed without burnout.
Elevator Message	We help remote professionals build healthy work-life rhythms so they can be productive without burning out.
Tagline (optional)	Work well. Live well.



Create Your Message Framework

Brand Statement (comprehensive description):

Value Proposition (what makes us different):

Elevator Message (one-sentence pitch):

Tagline (optional, 3–5 words):

How Identity Fits into the Liger 6-Pillar BE KNOWN™ Framework

Of the six pillars of a modern brand, Identity is the load-bearing support pillar. When Identity is weak or unclear, the other pillars struggle. When Identity is strong, everything else becomes easier.

Identity is the starting point. The first step toward real momentum.

- 1 IDENTITY** (Support Pillar) Who we are and what we stand for
- 2 CULTURE** How we serve, sound, and behave
- 3 AUTHORITY** What we lead and teach in our industry
- 4 DISCOVERABILITY** What we are findable and searchable for
- 5 VISIBILITY** How we reach and attract the right people
- 6 MOMENTUM** How we convert interest into trust and growth

Ready to Turn Identity into a Full Brand System?

Identity is the first pillar in our six-pillar brand framework, and it's the most important to get right. Every decision, message, and customer experience flows from it. Brand identity becomes real when it starts guiding decisions in your organization. We offer a **Brand Clarity Workshop** that help leadership teams:

Align on your ideal
customer profile

Agree on the brand's
values and core beliefs

Establish a differentiated
market position

The workbook gets you thinking, and that's a great start. A facilitated workshop gets the whole team thinking together.

Need our help? Reach out to explore next steps.



Schedule a discovery call today to get started.



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