



# BRAND EDGE STRATEGY™

*Brand strategy is the foundation that makes your business credible, memorable, and profitable. Without it, you're just another name in the market.*

**FRANK BRANDS**  
Bringing Business To Life

# STRATEGIC POSITIONING

*A complete brand strategy programme for SME founders and professional service leaders who want clarity, confidence, and sustainable growth.*

A brand is not JUST the identity, a brand encompasses the whole essence of your company.

The brand needs to pervade every part of a company, and this is only achieved by defining your brand DNA – a foundational set of values, purpose and a vision that informs everything your company does - ensuring branding that is uniquely yours.

Based on your 'Why', a brand identity can be better shaped to differentiate your company, resonate with your customers, and direct your communications and marketing approaches.

If you haven't done this important work, now is the time to get really clear about your values and the personality you want your brand to convey.

My done-for-you questionnaire process will help uncover and deliver a Brand Strategy that will meet all the fundamental brand requirements for your business.

Business brands with PURPOSE can make a bigger impact by authentically connecting emotionally about why you exist and what you really stand for.

## WHAT'S INCLUDED?

*I will provide questionnaires for you fill in, and I will carry out my own research into your market and competitors. I will then use both of these sources and 30 years of brand experience as a basis to create key foundational brand strategy below. This will provide clear positioning and messaging of your business, website, marketing and your offer.*

### 01 Brand Substance (Your Why)

- 1. Purpose** The fundamental reason your brand exists beyond making money – the impact you want to create in people's lives
- 2. Vision** The long-term aspiration of your brand – the future you want to help shape and the legacy you aim to build.
- 3. Mission** A practical statement of what you do, who you do it for, and the unique value you deliver every day
- 4. Values** The guiding principles and beliefs that shape your decisions, behaviour, and customer experience.

### 02 Brand Position (Your What & How)

- 5. Audience** A clear definition of the people you serve – their characteristics, needs, and motivations.
- 6. Competitors** The alternative options your audience might turn to, and how those brands position themselves.
- 7. Difference** The distinct qualities, benefits, or experiences that set you apart and make you the preferred choice.

### 03 Brand Expression (Your Who)

- 8. Personality** The human traits and characteristics your brand embodies, making it relatable and trustworthy.
- 9. Brand Voice** The tone, style, and language you use to communicate consistently across every touchpoint.
- 10. Message & Story** The narrative that explains who you are, what you do, and why it matters – crafted to resonate with your audience.

# WHY STRATEGY MATTERS

*This is the solid bedrock rationale that underpins the entire business. It defines what it is that makes you, you and your business what it is. This will set you apart from competitors and define how you want your customers to perceive you.*

## THE PROBLEM

You're good at what you do. Your clients know it. But the wider market? They don't see the difference.

- ✗ **Your expertise is strong, but your brand isn't showing it.**
- ✗ **Competitors with less talent are getting noticed first.**
- ✗ **You're working harder than ever, but not being recognised as the obvious choice.**
- ✗ **Your brand looks like everyone else's — and clients can't see the difference.**

The problem isn't your service. It's how your brand is built, positioned, and communicated.

## THE SOLUTION

### THE BRAND STRATEGY PROGRAMME

I'll translate your expertise into a clear, differentiated brand strategy built on 10 proven pillars. You'll walk away with clarity, confidence, and messaging you can use straight away across sales, marketing, and client delivery.

- ✓ **Defines your purpose, vision, and mission so your story resonates.**
- ✓ **Clarifies your audience and competitors so you know exactly where you stand.**
- ✓ **Articulates your difference so prospects choose you, not them.**
- ✓ **Builds your brand personality, voice, and story so every touchpoint feels consistent.**

## WHO IT'S FOR

This programme is built for:

- ✓ **SME founders in professional services who want their brand to work harder than they do.**
- ✓ **Consultants, advisors, and agencies tired of competing on price.**
- ✓ **Leaders ready to scale who know their brand needs sharpening before growth.**

If you've ever thought "We're great at delivery, but our brand doesn't reflect it," this is for you.

## WHY WORK WITH ME

With 30 years in branding, I've helped hundreds of SMEs sharpen their positioning and grow. I don't sell templates or gimmicks — I build tailored strategies that fit you, your market, and your goals.

- ✓ **Proven frameworks distilled into 10 clear strategy pillars.**
- ✓ **Deep discovery that captures the heart of your business, not just the surface.**
- ✓ **Actionable outcomes you can apply straight away — across sales, marketing, and team culture.**
- ✓ **Clarity and confidence so you and your team know exactly how to show up.**

## WHAT YOU GET

You'll get a complete brand strategy report covering::

- ✓ **Purpose, vision, and mission that bring your story to life.**
- ✓ **Clear audience profiles and customer avatars for sharper targeting.**
- ✓ **Competitor analysis that shows exactly where you stand out.**
- ✓ **A defined brand voice, story, and messaging framework you can apply instantly.**

## THE PROMISE

A future-proof brand strategy you can use across your website, socials, marketing. Win clients, raise your profile, and grow with confidence.

- ✓ **A clear, differentiated positioning.**
- ✓ **Messaging that lands with your market.**
- ✓ **A brand foundation that feels like you**

# THE INVESTMENT

*Big-agency strategy without the big-agency fees. Search the web - the average UK freelance / solo consultant charges are £2,500 to £6,000, the price below is for a limited time only.*

# UK£1,499 / AED7,000

After you have returned the finished questionnaires, I take 7 working to do research, survey all materials and write the report draft v1. I then take in any amends and comments for a final draft. With swift client response and accurate feedback, we can complete this important work in 10 working days or under.

## UK STAGE PAYMENT MADE EASY

Drop me an email at [hello@frank-brands.com](mailto:hello@frank-brands.com) and I'll send an invoice with secure digital payment links

✓ **PAY £525.27 PER MONTH FOR 3 MONTHS** 2.50% PER MONTH REP. NOTHING TO PAY FOR FIRST MONTH

✓ **PAY £153.97 PER MONTH FOR 12 MONTHS** 3.33% PER MONTH REP. NOTHING TO PAY FOR FIRST MONTH

Via [www.iwoca.co.uk](http://www.iwoca.co.uk). Zero hidden fees.

## READY TO BUILD THE BRAND YOUR CLIENTS CAN'T FORGET?



A little bit about your brand strategist and designer. I have a BA (Hons) in Graphic Design - with 5 years at The London Institute of Arts, UK. I have 16 years of brand agency experience in the UK and Dubai at the Creative Director level, delivering design solutions for massive international Brands.

For the past 15 years, I have been an independent brand, print design, and web designer with my own small-scale studio in the UK & Dubai, working closely with international and local businesses. With fewer overheads and 31 years of experience - I offer the agency-level insight, strategy, creativity, and quality you need - at a fraction of their exorbitant cost.

**Book a no-pressure discovery call today. We'll discuss where you are now, where you want to be, and how brand strategy can get you there.**