



THE WHAT'S YOUR AVOCADO? WORKBOOK

How to Find Your Avocado to
Drive Sales & Achieve Success

WHAT IS YOUR AVOCADO?



Every person, every product, every company has something about them that's special. We call that unique element your Avocado. When you understand your Avocado and share it with potential customers, you're being authentic.

When you tell your story authentically to your ideal target customer, you connect with them on a deeper level. That connection gives you a better chance to make a sale, inspire action and achieve success. This workbook is designed to help you to brainstorm and identify your Avocado.

SECTION 1: THE AVOCADO SEED

In this section, we'll explore the core of your product, service or company, so that you have the specifics down, all in one place. This is the nuts & bolts of your business, the seed of your success.

Name of your product, service or company? *(If you don't have a name yet, this workbook is a good first step to creating a name that tells your story.)*

What is your address, phone, email?

How long have you been in business?

Number of employees?

What is your tagline, if you have one?

What does your product or company do?

Who is your target market or main customer base? Be specific. Describe your ideal customer.

What other industries or market segments (ancillary or additional target audiences) could benefit from using your product or service?

What is your market service area?

Regions you sell into now

Expansion regions you'd like to service, and timeline

What makes you specifically qualified to make this product, do this work or run this company?

List any certifications, awards or pertinent experience

Who are your biggest competitors? List 3, include their websites

What do they do well?

What do you do better than they do?

SECTION 2: AVOCADO TOAST

Grab a knife and slather the page (figuratively) to get to your Avocado! In this section, we'll dive into what stands out about your product, service or company. Using this information, we can begin to develop your brand story. Notice if you start to see a trend or the beginnings of a theme. Have fun with it. It's delicious, so enjoy it!

How does your customer benefit by working with you?

What challenges do you help your customer to overcome?

How do you want your customers to feel about your product or service?

What is your company's origin story? How did you get into this business?

How did you come up with your product or why were you called to provide this service?

If your company, product or service already has a name, is there a story behind the name?
What does it mean or signify?

What do you love about your work?

What motivates you to do this work or sell this product?

What do customers say about why they bought your product or service?

If you have repeat customers, why do they keep coming back?

What makes your company or product different?

How do you want to stand out?

How important is price to selling this product or service?

SECTION 3: HOLY GUACAMOLE

Now that we've got the background of your story down, how do you see your brand in the marketplace? Let's think visually now. Colors, textures the look and feel. Your logo and visual representation of your brand will be shaped by these answers.

How would you describe your brand personality? Are you whimsical or straightlaced, technical or loose, innovative or traditional? List at least 3 adjectives to describe your product or service.

Do you currently have a logo?

IF SO, what do you like about it?

What do you not like about it?

How does your logo or brand help to tell your company story?

If it doesn't, why doesn't it?

What would you like to change?

IF NOT, what ideas, if any, do you have for what you'd like your brand to look like?

What do you want your brand to convey?

Are there other logos/brands you like that you want to emulate? And why?

Of the competitors you listed in the first section,

What do you like about their branding?

What do you not like?

What do you like about their websites?

What do you not like?

What colors would you like to see in your brand? And why?

What colors would you want to avoid? And why?

Does your industry favor any certain look or feel?

Are there special symbols or certifications that must be represented in your brand?

Are there industry phrases or terminology you must use in your branding or story?

How will your logo be used?

- | | | |
|---------------------------------------|--|---|
| <input type="checkbox"/> Letterhead | <input type="checkbox"/> PowerPoint | <input type="checkbox"/> Business cards |
| <input type="checkbox"/> Social Media | <input type="checkbox"/> Digital or print ads | <input type="checkbox"/> Signage |
| <input type="checkbox"/> Packaging | <input type="checkbox"/> Collateral (Books, catalogs or educational materials) | |
| <input type="checkbox"/> Video | Other _____ | |

FINALLY, THE WHOLE ENCHILADA WITH AVOCADO ON TOP

Now that you've gone through this exercise, we hope you have a bit more clarity about your brand and how what only you can offer makes your product or service special.

READY TO TAKE THE NEXT STEP?

What's Your Avocado? Marketing & Public Relations can help you to:

- **Name** your company or product
- **Write** your brand story
- **Design** your logo & branding
- **Program** your website
- **Create** handouts, brochures, trade show materials, business cards and any other marketing materials you might need to reach your customers
- **Develop** traditional & digital marketing campaigns, advertising, social media & PR strategies to help you tell your unique Avocado story

Contact What's Your Avocado? today!



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