**Program Branding Blueprint**

# Getting people to take action after learning about your program can be hard. Creating a simple and relatable story about your work that focuses on your audience, not just on what you do, can help. How?

* A simple story gets everyone delivering the program on the same page and it’s clear how to talk about the work.
* A simple story demonstrates to participants why they should be spending their valuable time with your program.

You want your story to make people feel like the hero and position your program as the guide supporting them on their journey. Don’t explain every detail of your program. What matters is demonstrating you understand someone’s problem and that you are here to help them solve it.

By emphasizing their transformation and the results they’ll achieve by using your services, you’ll create a connection that motivates action. It’s less about you and more about showing people how you’ll make their goals a reality.

# Create Your Story

Everyone delivering your program needs to buy into the story you’ll tell about the work. As a group, take time to go through the sections on the following pages. There is one section per page to give you plenty of room to write and brainstorm.

Remember, it’s not about you. It’s about the people you serve and how you’ll help them achieve their goals.

# Identify Your Audience

Your program isn’t for everyone, and that’s okay! The more specific you can be about who you are trying to reach, the better your story will be at reaching these people.

* Where do they live, how old are they and what other demographics might they share?
* What are their aspirations and long-term goals?
* What values are important to them?
* What needs do they have that your program fulfills?
* What might prevent them from participating in your program? What solutions do you have for these challenges?

These are just a few questions to get you started. The goal is understanding what’s important to the people you want to reach so your story can hit these important points and use language that resonates with them.

# Create Your One-Liner

## Problem | Solution | Transformation

## Use your one-liner as the first thing you say when introducing your work. Don’t get stuck in the specifics. Focus on the overarching problem you solve and how you make an impact.

1. Identify the problem your audience has.
2. State the solution you provide for their problem.
3. Highlight the transformation that happens if someone uses your resources.

Problem:

Solution:

Transformation:

# Create Your Elevator Speech

## Problem | Empathy | Solution | Expertise | Transformation

An elevator speech focuses more on primary audience and the expertise your bring to solve their specific problem. It’s a great thing to keep in mind as you produce materials and develop text for a website, brochure, etc.

1. Identify the problem your audience has.
2. Empathize with your audience on a specific element of their problem.
3. State the solution you provide for their problem.
4. Share why you’re uniquely qualified to provide the solution.
5. Highlight the transformation that happens if they use your resources.

# Create Your Brand Script

## Transformation | What do they need | External problem | Internal Problem |Philosophical problem | Empathy | Expert Solution | Avoid Failure | Success

Use a brand script internally to ensure everyone on your team is clear on why they do what they do. It guides communication and outreach and ensures that people understand how their work fits into the overarching goal the program is working to achieve.

We know that you want to be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (identify transformation)

To do that, you need \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (what your customer needs)

The problem is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (external problem)

which makes you feel \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (internal problem)

At Extension we believe \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (philosophical problem)

We understand \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (empathy)

which is why we \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (expert solution)

so, you can stop \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (failure)

and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (success)

# Create Your Visual Identity

Now that you’re clear on your message, it’s time to create materials that help you tell your story. The Creative Servies Team is here to help! Visit <https://compass.arizona.edu/creative-services> for free access award-winning designers that understand what makes Cooperative Extension special.