

Exclusive Branding Workbook & Worksheets



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Amazon #1 Bestselling Author, “Think Idea & Create Wealth”

Preface

Are you a young person seeking to position yourself in the market place?

I've created an Exclusive Branding Workbook & Worksheets with actionable exercises to help you craft your Brand Story and Unique Value Proposition (UVP).

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This book is designed to provide inspiration and guidance on wealth creation. The author has made every effort to ensure accuracy and effectiveness, but the content is for informational purposes only. The author and publisher assume no responsibility for any outcomes based on the application of the insights in this book.

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Dedication

To every young dreamer, visionary, and changemaker—

This book is dedicated to you. May these words ignite the fire within, awaken your potential, and empower you to take bold steps toward financial independence.

To those who refuse to settle for less—may you embrace the mindset of abundance, break barriers, and create lasting wealth.

And to my family, mentors, and all who have supported my journey—your belief in me fuels my mission to inspire the next generation of wealth creators.

You are created to create wealth. Now go and build!

— Dr. Patricia Ikiriko

Welcome to Your Branding Workbook!

Building a successful brand isn't just about logos and colors—it's about defining who you are, what you stand for, and how you create value. This workbook is designed to guide you step by step in crafting a compelling brand story and a Unique Value Proposition (UVP) that sets you apart in the marketplace. Follow each section carefully and complete the exercises to refine your brand identity and position yourself for long-term wealth creation.

1. Defining Your Brand Identity

Exercise 1: Who Are You?

- List five words that describe you or your business.

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- What values drive your brand?

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- What problems do you solve?
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Exercise 2: Why Do You Exist?

- What inspired you to start this brand?

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- What is your mission statement in one sentence?
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2. Crafting Your Brand Story

Exercise 3: Your Story Framework

- What challenges have you overcome that align with your brand's purpose?
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- How did you develop your expertise?

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- What transformation can you offer your audience?

Exercise 4: Your Audience's Story

- Who is your ideal audience?
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- What struggles do they face?

- How does your brand provide the solution?

3. Unique Value Proposition (UVP)

Exercise 5: Identify Your UVP

- What makes your brand different?

- Why should customers choose you over competitors?

- What measurable value do you provide?

Exercise 6: The UVP Statement

Use this template: "I help [target audience] achieve [desired outcome] through [your unique approach]."

4. Positioning & Brand Messaging

Exercise 7: Craft Your Elevator Pitch

- Describe your brand in 30 seconds.

- Test your pitch with a friend and refine it.

Exercise 8: Tagline Creation

- Brainstorm 3-5 short, powerful brand taglines.

5. Action Plan for Brand Growth

Exercise 9: Visibility & Engagement Plan

- List 3 platforms where your audience is active.

- Define 3 key messages you will communicate consistently.

Exercise 10: Next Steps

- What are three immediate actions you can take to strengthen your brand today?

💡 **Bonus:** Keep refining your brand story and UVP as your business grows. Your brand is a dynamic asset that evolves with your journey!

📌 Need personalized feedback? Join our Branding Masterclass Group!

Contact: youngandinfluential1@gmail.com

Best wishes

Dr Patricia Orlunwo Ikiriko