

outlaw archetype



BRAND
DOMINATION

The Outlaw brand archetype is a rebellious, non-conformist, and anti-authority figure. Outlaw brands, they're like the wild ones who challenge the status quo and disrupt established norms. The Outlaw brand archetype is characterized by its desire for freedom, independence, and the ability to live life on its own terms.

Disruption, danger, and excitement, they've got it in spades. They create a narrative that is edgy & thought provoking. Brands & Personalities that adopt the Outlaw archetype position themselves as rule-breakers, rebels, and innovators who are unafraid to take risks and push boundaries for their forward-thinking ideas. These brands usually offer products or services that are unconventional, edgy, and appealing to customers who are seeking something different, something that makes their heart race.

Outlaw brands don't play by the rules. They're naughty, forceful, and oh-so-distinct from the rest of the crowd. They're raw, they're autonomous, and they're free-thinkers not afraid to stray from the standard and upend things because they want to be a revolutionary. They abhor any restrictions on choice that are imposed by laws, rules, and compliance. They don't beat around the bush, oh no. They're straight to the point, telling it like it is and unapologetically themselves under all circumstance.

Intriguingly unconventional, Outlaw brands offer a portfolio of products and services that defy expectations. They have a untamed essence in their positioning, embodying the true spirit of audacity and unparalleled self-expression.

The Brand Domination Manual Contains

- A. Brand Emotion Elements
- B. Brand Function Elements

How To Use

The framework facilitates the integration of your Brand Archetype into Functional and Emotional elements of brand building for the founding team members. It offers a knowledge repository of the Brand Archetype fundamentals & guidelines to ensure consistency in brand integrity during various growth stages. By using these segments, a fast-track launch becomes possible, enabling the quick conclusion of branding aspects. Furthermore, these segments provide valuable long-term tips and guidance to maintain brand authenticity effectively.

Use this in conjunction with your chosen Brand Vibe Domination Manual to Optimise each factor as well as to create a truly Unique Brand.

Circulate this among your team, relevant stakeholders, marketing and branding departments, or agency, so that everyone becomes adept at understanding your brand's integrity and intended outlook.

1. Brand Emotions

- 1.1 Mission
- 1.2 Vision
- 1.3 Values
- 1.4 Identity
- 1.5 Storytelling
- 1.6 Customer
- 1.7 Experience
- 1.8 Positioning
- 1.9 Voice
- 1.10 Visuals

2. Brand Functions

- 2.1 Website
- 2.2 Logo
- 2.3 Strategies
- 2.4 Description
- 2.5 Colours
- 2.6 Font
- 2.7 Marketing
- 2.8 USP
- 2.9 Internal Comms.
- 2.10 External Comms.

1.1

Mission Statement

To _____

(heart of your archetype)

by _____

(the "HOW" - is your product facilitating it)

for _____

(the "WHY" - is based off of your brand Vibe)

Fill in the blank with PRODUCT/SERVICE Detail specific to you _____

HERE ARE THE CORE ELEMENTS OF THE OUTLAW ARCHETYPE TO DERIVE FROM -

Heart of Outlaw

To embrace risk-taking and push boundaries in pursuit of greatness.

To champion the underrepresented voices and advocate for marginalized communities.

To challenge authority with fearless creativity and unapologetic self-expression.

To challenge the status quo and redefine industry standards.

Outlaw Facilitates

Innovation

Disruption

Customization

Limited edition

High-performance

Empowering

Bold

Iconic

Edgy

Unique

Provocative

Avant-garde

Fearlessness

mission

brandbusinessboundless.com

Framework of 'the why' piece of the mission statement can be derived from the Brand Vibe you have chosen for your product/service.

1.2

Vision Statement represent the long term objective, the highest soul purpose, the ultimate end game.

THIS NEEDS TO BE THE IDEAL STATE YOU WANT THE WORLD TO FUNCTION IN VIA YOUR PRODUCT- Tie your company's end game with one of your archetype's soul purposes

HERE ARE THE HIGHEST SOUL PURPOSES OF THE OUTLAW ARCHETYPE TO CHOOSE FROM -

Inspiring rebellion against norms and conventions.

Liberating individuals from societal constraints.

Inspiring courage and fearlessness.

Encouraging unconventional thinking and problem-solving.

Celebrating authenticity and uniqueness.

Questioning what's set in stones and promoting freedom of thought.

Advocating for the underrepresented and marginalized.

Inspiring others to challenge boundaries and embrace their true selves.

Vision Statement

1.3

Top 3 values of ANY Brand is made up of -

1. **Guiding principles of Operations**
2. **Product Attribute**
3. **How do you look after your customers**

Values

Dominating Principles of your Archetype to shape your value statements

Freedom

Rebellion

Individuality

Disruption

Liberation

Nonconformity

Core Product attributes of your Brand Archetype

Defiant

Empowering

Authentic

Bold

Unpredictable

Edgy

Value describing - 'The way you look after your customer' will largely depend on the Chosen Brand Vibe; Which plays a crucial role in creating a unique brand experience. Refer to the Brand Value segment of your Brand Vibe Domination Manual.

THE OUTLAW PERSONA

They are:

1. Independent: Embrace their individuality and reject conformity.
2. Non-Conformist: Challenge established standards & strive to assemble improved standards.
3. Rebellious: Have a strong desire to break rules and defy limitations & what does not appeal to their thought process.
4. Daring: Courageously venture into uncharted territory and take risks.
5. Creative: Display originality and think outside the box.
6. Authentic: Stay true to themselves and their values.
7. Unpredictable: Embrace spontaneity and thrive in uncertainty.
8. Empowered: Harness their personal power to effect change.
9. Innovative: Constantly push boundaries and explore new possibilities.
10. Passionate: Display intense enthusiasm and dedication to their pursuits.

Nature of your Personality

THE OUTLAW PERSONA

They are:

11. Free-spirited: Value freedom and autonomy in their actions and decisions.
12. Individualistic: Celebrate uniqueness and self-expression.
13. Fearless: Confront challenges head-on without hesitation.
14. Trailblazing: Lead the way and pioneer new paths.
15. Outspoken: Fearlessly express their opinions and advocate for their beliefs.
16. Influential: Inspire others to question norms and embrace their own rebellious spirit.

Storytelling is about evoking emotions

During brand storytelling on social media, ad campaigns, websites, or stakeholder stories, employee narratives, customer testimonials, or the brand's origin tale, each one must elicit emotions that align with the essence of your Brand Archetype & Vibe exclusively, always.

For companies embodying the Outlaw Archetype, it is crucial to evoke emotions of - _____

Of Stirring a sense of defiance & going against the current.

Of Conveying a feeling of liberation & breaking free from constraints, societal expectations and norms.

Of Igniting intense emotions & enthusiasm for a purpose.

Of Motivating others to think differently & pursue their unique path.

Of Celebrating genuine self-expression & embracing one's true identity.

Of Portraying a disruptive force that challenges established norms and practices.

Of Celebrating and valuing what sets individuals or products apart.

Of Channeling anger or frustration towards a cause or injustice.

Of Inspiring personal or societal change through disruptive actions.

Of Portraying a bold, unconventional, and edgy attitude that stands out from the crowd.

1.6 know your customers

& APPEAL TO THEIR BUYING TENDENCIES



Outlaw's Buyers Are -

Innovators: Appeal to their sense of innovation and challenge them to think differently by showcasing how your product or service is different from anything else on the market.

Mavericks: Appeal to their sense of individuality by emphasizing how your product or service can help them stand out from the crowd and express their unique personality for themselves.

Non-Conformists: Appeal to their desire to reject traditional norms and expectations by highlighting how your product or service challenges the status quo and offers a new way of doing things.

Risk-Takers: Appeal to their willingness to take risks by emphasizing how your product or service offers a unique opportunity to push the boundaries and try something new.

Visual Sensory Brand Experience :

Strategically employs colors, logos, and visual aesthetics in retail and office spaces, ensuring a consistent and memorable brand identity across diverse platforms and touchpoints.

- Retail/Office Space Interiors: The interiors should reflect a rugged, rebellious aesthetic with elements of rawness and authenticity. Think exposed brick walls, distressed wood furniture, industrial lighting fixtures, and vintage decor items. Incorporate bold signage and graphics that convey a sense of defiance and non-conformity.
- Product Aesthetic: Products should have a rugged and edgy aesthetic, with rough textures, distressed finishes, and unconventional designs. Emphasize unique detailing, like studs, leather accents, or unconventional shapes, to evoke a sense of rebellion and individuality.

Sensory Experience

Auditory Sensory Brand Experience:

Utilizes sound elements like jingles, music, and specific tones to create a distinctive auditory identity, fostering brand recognition and emotional connections.

- Background Music: Play a mix of rock, alternative, or blues music with gritty, raw tones and rebellious lyrics. Choose songs with a sense of defiance and non-conformity that resonate with the brand's outlaw persona.
- Advertisement Jingles/Social Media: Create jingles or background music for advertisements and social media content that feature heavy guitar riffs, powerful vocals, and energetic rhythms to capture the rebellious spirit of the brand.

Sensory Experience

Tactile Sensory Brand Experience:

Focuses on touch by integrating textures, quality materials, and interactive interfaces, establishing a physical connection with the brand through products, packaging, and digital interactions.

- Packaging/Digital Interactions: Use tactile materials such as distressed leather, rough paper, or textured surfaces for packaging and digital interfaces. Incorporate interactive elements like embossed logos, metal studs, or unconventional closures to engage users and reinforce the brand's rugged aesthetic.
- Quality of Material: Products should be made from high-quality materials that feel durable and robust, emphasizing craftsmanship and longevity to reflect the brand's commitment to authenticity and individuality.

Sensory Experience

Olfactory Sensory Brand Experience:

Engages the sense of smell with signature scents in branding, products, retail spaces, or packaging, contributing to a unique and memorable olfactory association with the brand.

- **Fragrance:** Infuse the retail space or product packaging with a signature scent that evokes the rugged outdoors or the essence of rebellion. Consider scents like leather, tobacco, cedarwood, or musk to create an immersive sensory experience that complements the brand's outlaw persona and transports customers to another world.
- **Marketing Material:** Incorporate the signature scent into marketing materials such as flyers, brochures, or promotional items to create a cohesive olfactory brand experience across all touchpoints.

A strong positioning statement typically covers all the core elements—

[target customer], [brand], [category], [unique benefit], [reason-to-believe]—though not always in that exact order.

What matters is that the statement clearly articulates who you serve, what you are, what makes you different, and why your claim is credible.

This isn't a customer-facing marketing line.

It's an internal strategic tool that anchors all future messaging.

Step 1 – Pick the Temperament of your Brand Vibe

- Use it to set the emotional promise

Step 2 – Pick the Avatar (Personality) of your Brand Archetype

- Use it to shape voice and delivery style.

Step 3 – The Formula

- For [target], [brand] is the [category] that [unique benefit] because [reason-to-believe].
- → Temperament = emotional benefit
- → Avatar = personality behind the proof

FOLLOWING ARE POSITIONS OF EACH
OUTLAW AVATAR TO CRAFT UNDERLYING
FOCAL POINT OF YOUR BRAND
POSITIONING -

1. Activist:

a. Passionate advocate for social and environmental causes.

b. Mobilizes communities and sparks collective action.

c. Fearlessly challenges injustice and fights for equality.

d. Creates a sense of purpose and belonging for like-minded individuals.

2. Gambler:

a. Thrives on risk-taking and embraces uncertainty.

b. Offers exciting and unpredictable experiences.

c. Provides opportunities for high stakes and rewards.

d. Encourages bold decision-making and seizing opportunities.

Positioning

FOLLOWING ARE POSITIONS OF EACH
OUTLAW AVATARS TO CRAFT UNDERLYING
FOCAL POINT OF YOUR BRAND
POSITIONING -

3. **Maverick:**

- a. Breaks away from traditional norms and conventions.
- b. Fosters a culture of individuality and nonconformity.
- c. Encourages unconventional thinking and innovative ideas.
- d. Inspires others to embrace their uniqueness and stand out.

4. **Reformer:**

- a. Driven by a desire to change and improve existing systems.
- b. Challenges outdated practices and seeks progressive solutions.
- c. Advocates for transparency, accountability, and ethical practices.
- d. Promotes fairness, equality, and social responsibility.

WORDS & PHRASES

You may use words with these meanings in your external communication including social media posts, replies, PR, advertisement, product description, website, videos etc



VOICE

1. Defy
2. Challenge
3. Rebel
4. Resist
5. Reject
6. Disrupt
7. Defiant
8. Unconventional
9. Subvert
10. Noncompliant
11. Disobey
12. Renegade
13. Nonconformist
14. Unorthodox
15. Rule-breaking
16. Unruly
17. Radical
18. Unpredictable
19. Anti-authoritarian

Treat these as the tone of voice framework, so even if you pull down your logo or name - audience should be able to tell, this post/ communication is made by you



DON'Ts

- Use offensive or derogatory language that may offend or alienate your audience.
- Use fear-based tactics to motivate your audience.
- Mislead or deceive your audience in your messaging.
- Copy or imitate competitors' messaging or branding.
- Be insensitive or dismissive towards your audience's opinions or perspectives.
- Ignore or dismiss feedback or criticism from your audience.
- Promote illegal or unethical behavior.
- Use language that is too technical or difficult to understand.
- Overpromise and underdeliver in your products or services.
- Promote a culture of conformity or complacency.

1.10

OVERALL VISUAL



MESSAGING



Boldness: The visual messaging should be bold and attention-grabbing, reflecting the daring nature of the archetype. This can be achieved through the use of bright colors, bold typography, and striking imagery.

Disruption: Conveying a sense of disruption. Use design elements that deviates from standard conventions or makes use of unusual design components.

Independence: Imagery that features individuals or groups breaking away from the norm or doing things their own way.
Individuality: Imagery that highlights unique characteristics or celebrates the differences that set individuals apart.

Freedom: Visuals that show wide-open expanses, expansive vistas, or people living life to the fullest inspire clients to defy expectations and pursue their own goals

Visuals

For Specific Visuals
MAINTAIN A UNIFIED THEME IE : THE LOOK & FEEL FOR
YOUR BRAND VISUALS.

Look Theme - Based on Avatar of your Brand Archetype

Feel Theme - Based on Temperament of your Brand Vibe

AVATARS OF OUTLAW

1. ACTIVIST:

- Bold and impactful visuals that convey a sense of urgency and empowerment.
- Images and graphics showcasing social justice movements and activism.
- Edgy and rebellious typography and design elements.
 - Vibrant colors that evoke passion and energy.
 - Authentic and raw photography that captures the spirit of activism.

2. GAMBLER:

- Las Vegas-inspired themes with elements of risk, excitement, and chance.
 - Casino-inspired graphics and typography.
- Glittering and glamorous visuals that convey a sense of high stakes.
- Playful and bold design elements that evoke a sense of adventure.
- Bold and eye-catching colors that attract attention.

For Specific Visuals
MAINTAIN A UNIFIED THEME IE : THE LOOK & FEEL FOR
YOUR BRAND VISUALS.

Look Theme - Based on Avatar of your Brand Archetype

Feel Theme - Based on Temperament of your Brand Vibe

AVATARS OF OUTLAW

3. MAVERICK:

- Edgy and unconventional design elements that challenge the status quo.
- Rough and textured visuals that convey a sense of independence.
- Typography with a rebellious and non-conformist vibe.
- Grungy and urban-inspired imagery that captures the spirit of rebellion.
- Dark and moody colors that evoke a sense of mystery and individuality.

4. REFORMER:

- Clean and modern design with a focus on simplicity and minimalism.
- Images and graphics showcasing progressive ideas and innovation.
- Typography that conveys a sense of progress and transformation.
- Geometric shapes and patterns that symbolize change and evolution.
- Harmonious color palettes that blend modernity with a touch of sophistication.

OUTLAW archetype



WWW.THEWEBSITE.COM

MUST DEPICT

1. Bold Design
2. Unconventional imagery
3. Non-traditional color schemes
4. Unique typography
5. Showcase Authenticity
6. Be highly transparent of the product or service, including information on the company's values, mission, and production process
7. Make customers feel they are part of something bigger
8. Display of Why and How is the brand working towards making a change

WEBSITE LAYOUT:

- Design a bold and edgy layout that challenges the norms and stands out from the crowd.
- Use a dark and daring color palette to evoke a sense of rebellion and nonconformity.
- Implement unconventional and unique design elements to create a memorable and distinct visual identity.
- Emphasize asymmetry and irregularity in the layout to reflect the rebellious nature of the "Outlaw" archetype.

CONTENT:

- Use provocative and bold language that challenges the status quo and sparks curiosity.
- Craft a compelling and rebellious brand story that highlights your willingness to go against the grain.
- Communicate a sense of freedom and empowerment through your content, encouraging visitors to break free from societal constraints.
- Showcase your brand's authenticity and fearlessness, emphasizing that you don't follow the rules but instead create your own path.

OTHER MUST-HAVES:

- Feature an "About Us" page that narrates the unconventional journey of your brand and its founders.
- Incorporate user-generated content that showcases customers embracing their rebellious spirit and using your products or services in unique ways.
- Include a section for customer reviews and testimonials that reflect transformative & empowering nature of the brand.
- Integrate social media channels to foster a community of like-minded individuals who embrace "Outlaw" mindset.

TYPES OF logo

UNDER OUTLAW ARCHETYPE & WHY THEY ARE EFFECTIVE

WORDMARK LOGOS:

A wordmark logo is a logo that uses the brand name as the logo design. This puts the brand name front and center, emphasizing the importance of the brand identity.

EMBLEM LOGOS:

An emblem logo is a logo that uses a symbol or emblem to represent the brand. This can convey a sense of rebellion or independence through the use of bold, edgy graphics.

BADGE LOGOS:

Badge logo uses a circular or badge-like shape to frame the logo design. This creates a sense of exclusivity or membership, as if the brand is part of an exclusive club.

HANDWRITTEN LOGOS:

Handwritten logos are logos that use a script or handwriting style font to represent the brand. This conveys a sense of authenticity and individuality.

MINIMALIST LOGOS:

Minimalist logos use simple, clean designs to represent the brand. This can convey a sense of rebellion & nonconformity by using a stripped-down, minimalist design.

EMBRACE CONTROVERSY:

Take a bold stance on social or industry issues to spark conversation and differentiate yourself from competitors.

CHALLENGE THE NORMS:

Disrupt established industry practices and challenge traditional thinking to position your brand as an alternative choice.

CREATE PROVOCATIVE CONTENT:

Develop edgy and thought-provoking content that challenges the status quo, evokes emotions, and encourages engagement.

SHOWCASE INDIVIDUALITY:

Celebrate individuality and self-expression through your branding and messaging to attract like-minded consumers.

EXPERIENTIAL MARKETING:

Create immersive and memorable brand experiences that allow customers to connect with your brand's rebellious values.

Strategies

ADAPT AND EVOLVE:

Continuously assess the changing market landscape and evolving customer preferences. Stay adaptable and be willing to refine and evolve your brand's approach to maintain relevance and stay ahead of the curve.

ENGAGING SUBCULTURES:

Authentically engage with subcultures or communities that embrace unconventional ideologies or lifestyles to cultivate a dedicated following and become a symbol of rebellion and independence within those circles. perspectives in interesting and education manner.

COMMUNITY BUILDING:

Brands that embody the Outlaw archetype can cultivate a community of passionate followers who share the desire for liberation and adventure. By creating platforms, events, and online spaces that foster connection and empowerment, you can build a loyal community around your rebel with cause values.

Strategies

FOSTER EXCLUSIVITY:

Cultivate a sense of exclusivity through limited editions or VIP programs. Offer special releases, exclusive access, or unique experiences that make customers feel part of a select group. This fosters a strong connection to your brand and encourages loyalty among those who value being part of something distinct and exclusive.

COLLABORATE WITH INFLUENTIAL REBELS:

Partner with influencers, artists, or organisations that embody the Outlaw spirit and have a strong following. Co-create content, collaborate on campaigns, or become event sponsorship partner to expand your reach and influence.

HARNESS EMOTIONAL CONNECTIONS:

Leverage the emotional power of the Outlaw archetype to create deep connections with your audience. Invoke emotions such as passion, liberation, and empowerment to forge lasting relationships and inspire loyalty among your customers.

Strategies

ADVOCATE FOR CHANGE:

Take a stand on social or cultural issues that align with your brand's values and purpose. Use your platform to champion causes, challenge injustice, and inspire others to join your movement. Be a catalyst for positive social change.

CHAMPIONING CAUSES:

Advocate for social change that dismantles barriers, and fights for justice. By aligning with meaningful causes, the brand cultivates a passionate following and builds a reputation for being socially conscious & opening up possibilities for a more progressive and inclusive society.

THOUGHT LEADERSHIP:

Establish thought leadership persona within an industry via Email & Social Media channels challenging established norms and sharing fresh

USER-GENERATED CONTENT:

Encourage customers to share their unique experiences with your brand and amplify their voices through user-generated content.

2.4 UTILITY AS EMBODIED BY EACH AVATAR

1. Activist:

- Empowering products/services that challenge the status quo and promote social change.
- Solutions that align with causes and empower individuals to take action for a better world.
- Innovative offerings that disrupt traditional norms and inspire activism.

2. Gambler:

- Exciting and risk-taking products/services that offer thrilling experiences.
- High-stakes solutions that provide an element of chance and reward.
- Unique offerings that create a sense of anticipation and adventure.

3. Maverick:

- Cutting-edge and unconventional products/services that break away from the mainstream.
- Disruptive solutions that defy traditional norms and embrace individuality.
- Unique offerings that encourage customers to express their independent spirit.

4. Reformer:

- Transformative products/services that challenge outdated systems and inspire change.
- Solutions that aim to revolutionize industries and bring about positive transformations.
- Purpose-driven offerings that empower customers to reshape their lives and society.

DOMINANT COLOURS

ACTIVIST

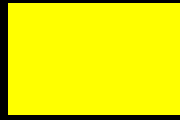
Red

Orange

Yellow

Green

Blue



#FF0000

#FFA500

#FFFF00

#00FF00

#0000FF

GAMBLER

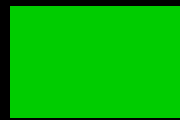
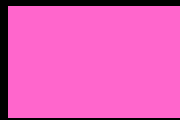
Red

Purple

Pink

Orange

Green



#FF3333

#6600CC

#FF66CC

#FF9900

#00CC00

MAVERICK

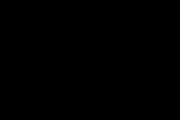
Black

Gray

Brown

Tan

Olive



#000000

#808080

#8B4513

#D2B48C

#808000

REFORMER

Blue

Purple

Green

Teal

Indigo



#0000FF

#993399

#00CC66

#008080

#4B0082

Combine the dominant archetype colors with the supporting brand vibe aesthetic colors to create your final color palette.

USE OF FONTS IN HEADINGS, SUB-HEADINGS & PARAGRAPHS –

Use your Brand Archetype Fonts For **Formal & all Standard** Content/Communication &

Use your Brand Vibe Font For **Informal or all Personal Note** Content/Communication

CHOICE OF FONTS -

The main briefing about your archetype typeface, the styling of fonts & few example fonts are shared herewith - Lock the fonts you want in each Category (Headings, Sub-headings & Paragraphs) based on those pointers & always use the same chosen ones in your internal & external communications including social media posts, replies, PR, advertisement, product description, website, videos etc



Main Brief for the Archetype

Large Headings:

- Use bold and attention-grabbing fonts that exude rebellion and defiance.
- Consider using fonts with distressed or grunge textures to reflect the rebellious nature of the "Outlaw" archetype.

Sub Headings:

- Choose fonts that complement the large headings but are slightly more subdued for easy readability.
- Experiment with fonts that have a sense of edginess or uniqueness, conveying a rebellious spirit.

Paragraphs:

- Opt for legible fonts that maintain readability, balancing the rebellious style with practicality.
- Consider using fonts that have a bit of character or irregularity while still being easy to read in longer passages.

Fonts

Style of the Archetype

Large Headings:

- Bold and graffiti-inspired fonts.
- Wild West-inspired typography with a vintage touch.

Sub Headings:

- Slashed or slashed-through fonts.
- Distorted and distorted serif fonts.

Paragraphs:

- Rough brush fonts with a worn-out feel.
- Vintage typewriter-style fonts with a rebellious touch.

General Examples of the Archetype for References

a. Fonts for Large Headings:

1. ImpactImpact
2. Bebas Neue
3. Anton
4. Oswald
5. Bangers
6. Big Shoulders Display
7. Changa One
8. Black Ops One

b. Fonts for Sub-Headings:

1. Montserrat
2. Roboto Condensed
3. Lato
4. Raleway
5. Open Sans Condensed
6. Poppins
7. Josefin Sans
8. Exo 2

c. Fonts for Paragraphs:

1. Merriweather
2. Source Sans Pro
3. Nunito
4. PT Sans
5. Karla
6. Cabin
7. Quicksand
8. Muli

Please note this is not a exhaustive list, these are examples based on discussed parameters for your references

Post Creation Guide



Step 1

LIST THE SOLUTION YOUR COMPANY IS PROVIDING

- Solution to the pain of Your ideal customer
- Solution to the dream of Your ideal customer

There would be few very core solutions that your company is offering. Additionally, there'd be other solutions that align with your unique selling proposition, reflecting your brand archetype or vibe.

LIST ALL OF THEM.

Excellent! these will serve as a captivating hook for your social media post. By now, you should have developed approximately 10 to 20 solutions addressing your customers' pains and aspirations, all tailored to resonate with your brand's archetype & vibe ideologies.

Step 2

CREATING YOUR SOCIAL MEDIA POST

Like all storytelling.. every social media posts is divided into three segments.

- **The hook**
- **The body**
- **The end**

That is the beginning, the middle and the end.

STRUCTURE OF YOUR SOCIAL MEDIA POST

THE HOOK

a. Grab your customer's attention by talking about their dream or their pain area in the beginning of the Post
(from previous step)

First or Initial line

THE BODY

b. Talk about the SOLUTION your brand offers targeting that specific 'pain or dream'

Use the undertone of your brand archetype positioning - there will be different avatars of your brand archetype that would specifically play the role of being a solution to the problem specified.

Forming your second main line/para

c. Add extra detailing, to specifically cement your connection with the audience; Make them give you the contract of their loyalty/ their purchase/their engagement/ their add to cart

Use the undertone of your brand vibe positioning - there are different temperaments to play around with. You can switch according to the suitability of the offering or solution.

Forming your third supporting line/para

d. Talk about your USP

This is optional

THE END

d./e. Clearly showcase their pain/desire to transformation into result
Followed by - a Call to Action



Language or Voice: Depending upon the nature of the post, you can choose the what emotion of storytelling that you are applying to this specific post.

With this method you can literally create hundreds of social media content for your brand. The possibilities are endless as you progress to make content combining each element that covers - Frustrations and desires of customers -

This will ensure, You talk about your brand as a solution in so many different forms to the line of issues your customers are facing or serving as a dream maker

This format will also help your customers too. Always see the personality of your brand come through every single time it brings the solution

Each rendezvous with your social media post will bind the brand and the customer in the same vibe (your vibe attracts your tribe)

You will literally be able to free up so much of your time and can be rest assured that your post is getting the message across.

You can give these instruction to your content writer or as a prompt to your AI content generator or use it yourself.

Ensure that the tone or the language that you use to create these posts is within the framework of your brand archetype /brand vibes storytelling emotion.

CAMPAIGNS

to Reinforce your Brand Archetype & Enhance Audience Engagement

1. THE OUTLAW CHALLENGE:

Encourage followers to share their boldest and most rebellious life moments or decisions, creating a sense of camaraderie among those who embrace the outlaw spirit.

2. OUTLAW INSPIRATION SERIES:

Run a series of ad visuals or videos featuring iconic rebel figures from history, cinema, and literature, encouraging followers to find inspiration in their audacity.

3. REBEL WITH A CAUSE:

Launch a social media campaign that supports and celebrates the unique causes and initiatives that align with the outlaw brand's values, fostering a community of like-minded individuals.

4. EMBRACE THE UNCONVENTIONAL:

Promote a collection of diverse and unconventional products from your brand, catering to those who seek distinctive and out-of-the-box choices.

5. OUTLAW QUOTE OF THE DAY:

Share daily motivational and rebellious quotes that resonate with the outlaw archetype, inspiring followers to embrace their inner maverick.

6. THE OUTLAW PODCAST ROUNDUP:

Feature a selection of podcasts that embrace rebellious themes and explore unconventional topics.

7. UNBOUND CREATIVITY SHOWCASE:

Organize a virtual exhibition or gallery featuring diverse creative works from artists who embody the spirit of the outlaw brand.

8. REBEL CAUSE INFLUENCERS:

Partner with influencers who are passionate about and actively advocate for social or environmental causes that resonate with the outlaw archetype.

9. REBEL WITHOUT LIMITS:

Encourage followers to set bold and audacious goals for themselves, embodying the fearless and relentless spirit of the outlaw archetype.

10. REBEL VOICES:

Host a podcast or live series featuring interviews with individuals who have challenged norms and defied expectations, sharing their stories of resilience and rebellion

11. THE OUTLAW COMMUNITY FEST:

Host a virtual community festival celebrating the diverse and rebellious individuals who follow your brand's outlaw movement.

12. OUTLAW ATHLETES UNLEASHED:

Highlight athletes and sports enthusiasts who embrace unconventional and rebellious approaches to their respective disciplines.

13. THE OUTLAW STYLE ICONS:

Feature fashion influencers and style mavens known for their fearless and boundary-pushing fashion choices, inspiring followers to express their authentic selves through fashion.

14. CHALLENGE THE RULES:

Run a contest where followers can submit videos or photos of them challenging and breaking outdated societal norms in a positive and constructive way.

15. REBEL THROUGH ART:

Invite followers to share their artwork, photography, or other creative expressions that embody the rebellious and nonconformist spirit.

Favored USPs of Outlaws'

USP

1. Revolutionary Product Innovations:

Products introduce groundbreaking features that challenge conventional standards.

2. Unconventional and Bold Design Elements:

Distinctive design that differentiates the product from industry norms.

3. Eco-Friendly and Sustainable Materials:

Constructed using environmentally responsible and sustainable resources.

4. High-Performance Capabilities for Extreme Situations:

Engineered to perform reliably under demanding or unconventional conditions.

5. Customization Options:

Allows users to personalize aspects of the product to suit their needs.

6. Limited Edition Releases:

Exclusive production runs create rarity and collectible value.

7. Multi-Functional Products:

Designed to serve multiple purposes effectively.

Favored USPs of Outlaws'

8. User-Friendly Interfaces That Challenge Norms:

Intuitive operation while introducing unconventional approaches.

9. Incorporation of Cutting-Edge Technology:

Advanced tech enhances performance and user experience.

10. Safety Features Designed to Push Boundaries

Safely:

Enables adventurous use while maintaining user protection.

11. Collaboration with Artists for Unique Product Designs:

Features exclusive artistic contributions integrated into the product.

12. Ethically Sourced and Fair Trade Production:

Ensures materials and labor practices meet ethical standards.

USP

USP

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2.9 Internal Communication

A.) WITH TEAM & EMPLOYEES:

1. Encourage Independence: Foster a culture that values individuality, independent thinking, and encourages employees to challenge the status quo.
2. Embrace Creativity: Provide opportunities for employees to express their creativity, think outside the box, and contribute innovative ideas.
3. Promote Autonomy: Empower employees to make decisions and take ownership of their work, allowing them to express their unique perspectives.
4. Nurture Collaboration: Encourage collaboration and open communication among team members, facilitating a supportive and inclusive work environment.
5. Celebrate Individuality: Recognize and appreciate the diverse talents and strengths of team members, fostering an atmosphere that celebrates uniqueness and diversity.
6. Promoting Innovation: Embrace the Outlaw archetype's commitment to promoting innovation. Foster a culture of creativity, experimentation, and risk-taking within your organization. Encourage employees to challenge conventional thinking, explore new ideas, and develop groundbreaking solutions.

Internal Communication

B.) WITH LEADERSHIP:

1. **Lead by Example:** Demonstrate the rebellious spirit and fearlessness that aligns with the Outlaw archetype, inspiring and motivating others to challenge conventions.
2. **Foster Transparency:** Maintain open and transparent communication channels with the team, providing clear direction and sharing the company's vision and values.
3. **Encourage Innovation:** Support and encourage innovative ideas and solutions, creating a culture that embraces change and welcomes new perspectives.
4. **Embrace Risk-Taking:** Encourage calculated risk-taking and the exploration of unconventional approaches, inspiring the team to push boundaries and think creatively.
5. **Advocate for Empowerment:** Empower team members to take ownership of their work, make decisions, and contribute their unique insights and talents.

Internal Communication

C.) WITH INVESTORS :

1. **Align with Shared Values:** Articulate how the Outlaw brand archetype aligns with the company's mission, vision, and values, demonstrating a strong sense of purpose.
2. **Showcase Differentiation:** Highlight how the brand type sets the company apart from competitors, emphasizing its unique approach and disruptive nature.
3. **Demonstrate Growth Potential:** Communicate the growth opportunities and market potential associated with the Outlaw brand archetype, showcasing its appeal to target audiences.
4. **Address Risk Management:** Acknowledge and address potential risks associated with the rebellious and non-conformist nature of the Outlaw archetype, showcasing the company's ability to manage and navigate these risks effectively.
5. **Engage in Transparent Communication:** Maintain open and transparent communication with investors, sharing updates, and progress while highlighting the company's commitment to delivering value and achieving its goals.

External Communication

2.10

A.) WITH CUSTOMERS:

Authenticity: Be genuine in your brand communication, align your actions with your values, and establish trust with your audience. Authenticity resonates with those seeking brands that genuinely live up to their rebellious and nonconformist image.

Engage Emotionally: Appeal to customers' emotions by challenging conventions, empowering them to break free from the norm, and offering a sense of individuality and self-expression.

Create Experiences: Design experiences that go beyond traditional offerings, delivering products or services that surprise, inspire, and disrupt the status quo.

Stand for Something: Take a stand on social or cultural issues that align with the Outlaw brand archetype, allowing customers to connect with the brand's values and beliefs.

Foster Community: Build a community of like-minded individuals who identify with the Outlaw brand archetype, facilitating engagement and connection among customers.

External Communication

B.) WITH SUPPLIERS AND VENDORS:

Cultivate Collaboration: Seek out suppliers and vendors who embrace innovation and unconventional thinking, fostering collaborative partnerships that challenge industry norms.

Transparent Communication: Maintain open and transparent communication channels with suppliers and vendors, emphasizing the shared values and objectives of the Outlaw brand archetype.

Embrace Disruption: Encourage suppliers and vendors to think creatively and provide unique solutions that disrupt traditional processes or approaches.

Reward Boldness: Recognize and reward suppliers and vendors who demonstrate a rebellious and non-conformist mindset, going beyond expectations to deliver exceptional results.

Nurture Relationships: Foster long-term relationships based on mutual trust and respect, creating a network of partners who align with the Outlaw brand archetype's vision and purpose.

External Communication

C.) WITH COLLABORATORS AND PARTNERS:

Foster Innovation: Encourage collaborative exploration of new ideas and unconventional solutions, leveraging the collective creativity and expertise of collaborators and partners.

Embrace Risk-Taking: Support and encourage collaborators and partners to take risks and discuss the implications beforehand & prepare for every scenario and operating modals.

Share a Common Vision: Ensure alignment of goals, values, and objectives with collaborators and partners, fostering a shared understanding of the Outlaw brand archetype's purpose.

Mutual Support and Growth: Create a collaborative environment that supports the growth and success of all parties involved, recognizing and celebrating the contributions of collaborators and partners.

External Communication

D.) WITH OUTSIDE MEDIA:

Highlight Industry Impact: Demonstrate the potential for positive change and disruption that the Outlaw brand archetype brings to the industry or market.

Authenticity and Transparency: Engage with outside stakeholders in an authentic and transparent manner, building trust and credibility in the Outlaw brand archetype's values and actions.

Create Controversy (With Caution): Stirring up controversy can attract attention, but it should be done thoughtfully. Ensure that controversial topics align with the brand's values and purpose.

Respond to Criticism Positively: Expect criticism due to the rebellious nature of the brand. Respond calmly and constructively, using criticism as an opportunity to showcase the brand's maturity and open-mindedness.

Avoid Stereotypes: While the Outlaw persona can be bold, avoid reinforcing harmful stereotypes or offensive language.

Avoid Co-opting Causes: Be genuine in supporting social and environmental causes. Avoid using activism solely as a marketing ploy.

The Brand Domination Journal is designed as your trusted resource to equip you with the tools to make your brand stand out in a competitive market & be your compass in your Brand Domination Journey :

- Use this to Strategize your entire brand across the lifetime of your product/service
- Use in conjunction with your Brand Vibe Manual while formulating all brand emotional & functional components
- Include all team members so as to maintain authenticity & cohesiveness in your branding
- Revisit as a ready reference from time to time during practical implementation of your new feature development, social media, website/app growth, public relations etc
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We are rooting for you every step of the way. With this brand guide, we believe you will be able to strategically position your brand, communicate your unique value proposition, and connect with your audience in a meaningful way. From crafting compelling brand stories to implementing consistent messaging across various touchpoints, we are confident that your brand will leave a lasting impression and make a mark in the hearts and minds of your customers.

We are excited to see your brand thrive and wish you all the success in your brand journey!

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