Quether

WORKSHOP TEMPLATE

From brand to content

The twenty-one-station workshop that goes from who you are to what you post on Tuesday

FORMAT

PDF workbook, with the twenty-one stations and their blank spaces

WHO IT'S FOR

Whoever has to put the brand and content of a mid-sized company in order: managing directors, marketing in a small team, or the consultant who comes in to do it from outside.

WHAT IT TAKES

Three to five weeks with a company that responds. Short route: one afternoon.

LAST REVIEWED

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https://quether.com/en/resources/from-brand-to-content

What you take away

A complete method for defining a brand and carrying it down, with no leaps, to what gets published on each channel. Four phases, twenty-one stations and one rule: no station is closed with a conversation; it's closed with a written sentence.

+ The twenty-one stations in order, with the exact sentence you need to have written down to consider each one closed
+ The whole positioning formula, with the five decisions it contains
+ The ten-point coherence checklist, to stick up wherever anyone writes
+ The list of what to gather before the first session—and why you don't start without it
+ The traps in each phase, which is what separates a useful workshop from a pleasant conversation

The problem it solves

Almost every company has both ends. At the top, something resembling a brand: some values, a logo, an idea of who they are. At the bottom, a publishing calendar that has to be filled every week. What's missing is the middle stretch, and that's why the content ends up looking like anyone else's.

This workshop is that stretch. Each station produces a written decision, and that decision is the raw material for the next one. When someone asks “why are we publishing this?”, the answer has to be able to trace the map back to a box in phase 2. If it can't, the piece doesn't belong.

> **A brand isn't what you say about yourself: it's what someone is able to repeat about you when you're not in the room.**
>
> Everything in the workshop is there so that sentence is always the same.

The golden rule

Nothing in phase 4 gets decided without having closed phase 2

It's tempting to skip the middle: the brand is the fun part and the content is the urgent part. But the bridge is phase 3, and without it you get content that's attractive, consistent with itself and doesn't sell, which is the most expensive way of being right. Coherence isn't decoration: it's the only thing that makes repetition build up brand instead of noise.

The bottleneck is always station 05, positioning. If that box stays blurry, everything that comes after it turns into an argument about taste—and arguments about taste are won by whoever talks loudest, not by whoever is right.

The twenty-one stations

They're worked through in order. What's decided in one feeds the next, and the arrow is a real dependency, not an aesthetic order. Each station closes with what its bottom line says: if that isn't written down, the station isn't closed.

Listen

What the business lives on, who decides and what you're really competing against. Without this phase, the brand gets written in internal-meeting language and nobody outside recognises it.

01 **The business truth**

CLOSES WITH

"We make money when _____, and twelve months from now we want _____ to account for ___% of revenue."

02 **Who you're talking to: ICP and personas**

CLOSES WITH

The company filter, one persona per column and five verbatim customer sentences, with their quotation marks and their repetitions.

03 **Territory and competition**

CLOSES WITH

"The gap we occupy is _____, and we can hold it because _____."

Define the brand

The six decisions that don't get reopened afterwards. It's the most expensive phase to change and the cheapest one to close properly.

04

The core: purpose, vision, values

CLOSES WITH

One page with purpose, vision, mission and three to five values, each with its trade-off written next to it. A value without a trade-off isn't finished.

05

Positioning—the hinge station

CLOSES WITH

One single sentence, voted on and signed by whoever is in charge. From then on, any piece that contradicts it goes, however good it is.

06

Promise and value proposition

CLOSES WITH

"We promise that _____. You can believe it because _____. We don't promise _____." All three sentences together, or none.

07

Personality, archetype and tone

CLOSES WITH

One dominant archetype and one supporting one, four tone scales marked away from the centre and three rules for how the tone shifts with the context.

08

Verbal identity: claim, messages and vocabulary

CLOSES WITH

Claim, master message, three supporting messages, a yes list and a no list of vocabulary, and five before-and-after pairs.

09

Visual universe: the brief for design

CLOSES WITH

A one-page brief and a twelve-image moodboard, each image with a sentence on what's taken from it.

Derive the strategy

The bridge. It turns the brand into objectives, funnel, offer and channels. It's the phase almost everyone skips and the reason the content doesn't sell.

10 **Objectives: from the business to marketing**

> CLOSES WITH
>
> A written chain of five linked numbers: business → marketing → stage → channel → a single North Star.

11 **Customer journey and funnel**

> CLOSES WITH
>
> The five stages with their question, their content and their metric, and the broken step circled.

12 **Entry offer and call to action**

> CLOSES WITH
>
> A defined entry offer, one dominant CTA written out word for word and a single link with its parameter convention.

13 **Matrix: what's said at each stage**

> CLOSES WITH
>
> One row per stage: what's said, with what proof, in what format and where it pushes towards.

14 **Channel mix: role and priority**

> CLOSES WITH
>
> One main channel, one supporting and one on maintenance, each with its role, its KPI and its named owner.

15 **The strategy on one page**

> CLOSES WITH
>
> One page, signed by one person—not by a committee—with a review date.

Speak in the channels

Putting it into practice: pillars, the voice of each place, calendar and measurement. Nothing new gets decided here; what's been decided gets done.

16 **Content pillars**

CLOSES WITH

Three to five pillars, each with its origin written next to it and twenty possible titles underneath. Those titles are already the calendar.

17 **From the brand to the voice of each channel**

CLOSES WITH

The rules of register, length and format for each channel. The register changes; the vocabulary, the enemy and the promise never do.

18 **Channel sheet: the repeatable template**

CLOSES WITH

One sheet per active channel, and a “closed, not publishing” note for each channel you decide not to feed.

19 **Editorial system: cadence and calendar**

CLOSES WITH

A fixed day per channel, a production block in a named person's calendar and four weeks already planned.

20 **Measurement: source, KPI and ritual**

CLOSES WITH

A written parameter convention, a dashboard with five numbers and the three meetings already in the calendar.

21 **Coherence checklist**

CLOSES WITH

The checklist stuck up wherever anyone writes, including the prompt used to ask a model for text.

How each station is built

They all carry the same things, in the same place. That repetition is what lets the workshop be run by someone who didn't design it.

READ

The guiding questions

Between five and seven questions you need to be able to answer. They aren't inspiration: they're the session's agenda.

COMPARE

The worked example

A real, specific answer, to calibrate the level of detail. It lets you argue against something rather than against a blank sheet.

AVOID

The usual trap

The specific mistake people make in that box. It's written before you start because reading it afterwards is no use at all.

WRITE

Closes with

The exact sentence that has to be left written down. Until it exists, the station stays open, however good the conversation has been.

Under each station there's a blank space, and a colour code that's respected all the way through: yellow is your draft, green is a closed decision that isn't reopened, and pink is a doubt or an inconsistency that's taken to the next session. Whatever isn't decided is coloured pink; it isn't left in grey waiting for it to sort itself out.

What to bring to the first session

The quality of everything that follows depends on this. Gathering it takes a week and it's the part people skip most.

NUMBERS

Data from the last twelve months

Revenue mix by line and by client. Average deal size, margin and length of the sales cycle. The real source of the last thirty clients, one by one. Web analytics and CRM volume by stage.

WORDS

Ten conversations, at least

Five good clients—why they chose you and the words they use to say so—two lost ones and three internal ones: founders, sales and delivery. Recorded and transcribed: the verbatim sentences are the raw material for station 08.

STATUS

Today's materials

Website, landing pages and sales decks. The last five proposals sent. The social profiles as they are, with screenshots. Five direct competitors and two reference points from another sector.

Don't start without conversations with real clients

If you don't have them, don't go past phase 1. A brand written only in internal-meeting language sounds like a brochure, and the first to notice is the client.

The coherence checklist

The last filter before publishing. If a piece fails two of these ten points, it doesn't go out. Copy it wherever anyone writes—including the prompt you use to ask a model for text.

- [ ] Can it be traced back to a pillar, and that pillar to a brand decision?
- [ ] Does it answer the question of the stage it's aimed at?
- [ ] Does it use the yes vocabulary and avoid the no vocabulary entirely?
- [ ] Is the register this channel's and not another's?
- [ ] Does it talk about the client and not about us? Count the “we”s in the first paragraph.
- [ ] Does it have a single idea? If it has two, they're two pieces.
- [ ] Does it offer something even if nobody ever buys?
- [ ] Is the call to action the right one for this stage, no more and no less?
- [ ] Does the link carry the right source parameters?
- [ ] Would the founder sign it in front of a client, without qualifying it?

The cover-up test

Cover up the logo and the name. If the piece could be your competitor's, it isn't yours yet. It's the quickest test there is and the one that hurts most, because almost everything published in the first quarter fails it.

What to do when it fails: a piece that fails point 1 isn't fixed by writing better—it gets thrown out, because the problem is one of strategy, not of writing. The ones that fail 3 to 9 are corrected in five minutes. The one that fails 10 is set aside and talked about in person.

The four most expensive traps

PHASE 2

Positioning that excludes nobody

If, on reading it, no potential client thinks "this isn't for me", you haven't positioned: you've described. Without a trade-off there's no position.

PHASE 2

Interchangeable values

Excellence, innovation, commitment, closeness. Anyone would sign up to them, so they filter nothing. A good value sounds odd outside your company and sometimes uncomfortable inside it.

PHASE 3

Objectives nobody can move

"Raise awareness" isn't an objective, because nobody knows what to do with that sentence on Monday morning. If you can't draw the chain from "bill X" to "publish Y", it's activity, not strategy.

PHASE 4

The ninety-box calendar made in January

Nobody sticks to it by March. Four weeks in detail and the quarter in headlines only. And choose the frequency you can sustain in the worst month of the year, not the best.

What exists when it's over

Six files. If they don't exist at the end of the four phases, the workshop has been a pleasant conversation and nothing more.

01 A brand page: purpose, values with their trade-offs, positioning, promise and tone.

02 A strategy page: who for and who not, objective, broken step, entry offer and channels.

03 One sheet for each active channel, with its owner and its cadence.

04 The coherence checklist, stuck up where the writing happens.

05 Four weeks of editorial calendar already planned.

06 A dashboard with five numbers and three meetings in the calendar.

Afterwards it's reviewed in layers, each at its own pace: phase 4 every month, phase 3 every quarter, phase 2 every two years. The lower down the map, the faster it changes. The higher up, the more expensive it is to change. Changing channel is fine; changing the positioning every quarter means it was never really decided.

Quether

Quether works alongside leaders of mid-sized companies to transform their organisation—and themselves—without losing their essence.

This material, always up to date, at https://quether.com/en/resources/from-brand-to-content