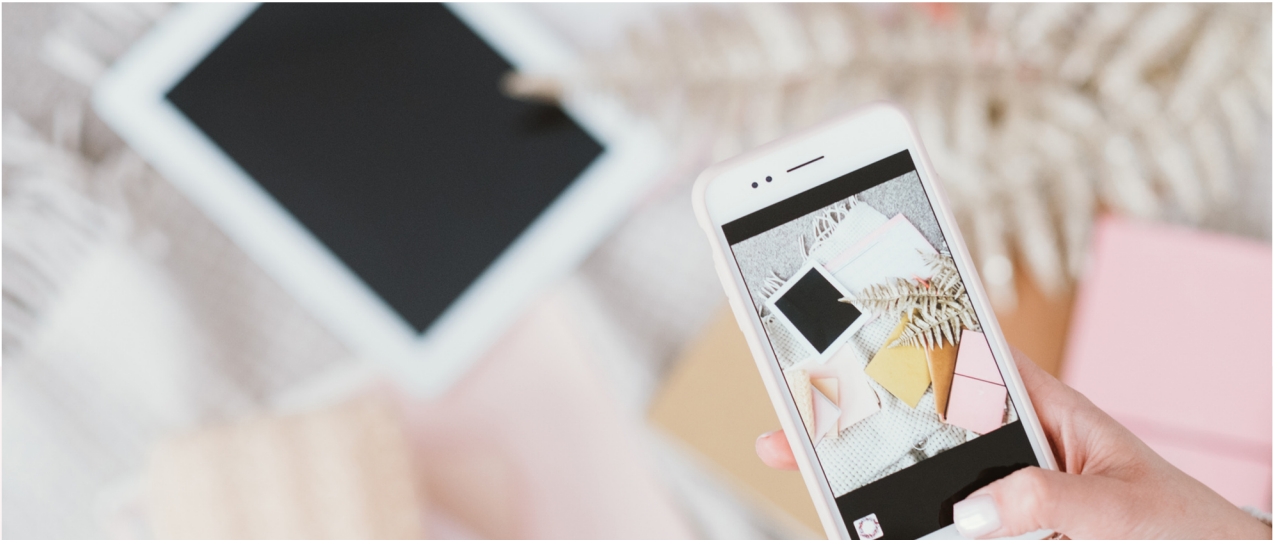


**Sugarcoated Cake
School
Branding &
Customer
Experience
Workbook**

The Membership
SUGARCOATED
— BY LISA —



Hello and Welcome!

Welcome to your November Business & Growth Module: Branding & Customer Experience

This month, we're focusing on branding in its truest form, not just logos or colours, but the feeling of your business. Strong branding helps your customers instantly recognise your style, trust your process, and feel excited to work with you.

Alongside this, we'll be exploring your customer experience from start to finish. I'll guide you through walking in your customer's shoes to understand how your brand comes across at every step, from the moment they discover you, all the way to after they've enjoyed their cake.

This workbook is designed to help you get clarity on what your brand stands for, how it communicates, and how your customers experience it in real life. Take your time, work through the worksheets, and revisit these pages any time you're refining your brand.

Let's create a brand and experience that feels like you.

What Branding Really Means



Branding Is More Than a Logo

Branding is not your logo.

Branding is not your colour palette.

Branding is not your Instagram grid.

While these things matter, they are only small pieces of a much bigger picture.

Branding is the emotion someone feels when they interact with your business.

It's the tone you speak in, the way you make them feel during an enquiry, the trust they experience while booking with you, and the delight they feel when they open your cake box.

Branding shapes your reputation.

It attracts the right customers.

It creates consistency.

And it is essential for building a thriving, sustainable cake business

The Role of Customer Experience

Why Customer Experience Matters

Just as Much as Your Cake

Every touchpoint a customer has with your business is part of your brand.

Think of your customer journey as a series of moments:

- Seeing your Instagram page
- Sending you a message
- Visiting your website
- Filling out your enquiry form
- Booking and paying
- Collecting their cake
- Enjoying it with friends and family
- Returning for more in the future

Each moment has the power to either build deeper trust — or create uncertainty

A strong customer experience is:

- Smooth
- Predictable
- Clear
- Warm
- And reflective of your brand values

When your experience feels good, your brand feels good.

When your experience is confusing or inconsistent, your brand feels disconnected.

This guide helps you build an experience that feels aligned, polished, and joyful for your customers.

Your Brand Foundations

Understanding Your Core Brand

Every strong brand begins with clarity.

Before you choose colours or logos, you need to understand three things:

1. Your Brand Values

These are the principles your business stands for.

Examples include: creativity, quality, joy, modern elegance, family-focused, attention to detail.

Your values influence your behaviour, your communication, and your design choices.

2. Your Brand Personality

If your brand were a person, how would they act?

Warm and friendly? Modern and chic? Fun and colourful? Calm and refined?

Your personality becomes your tone of voice.

3. Your Brand Promise

This is what your customers can always rely on when working with you.

It builds trust and sets expectations.

4. Your Ideal Customer

Who are you speaking to?

What do they care about?

What style do they love?

What problems do they want solved?

What experience do they expect?

This foundation is the heart of your brand.

Visual Identity & Tone of Voice

Essentials

How Your Brand Looks and Feels

Your visual identity is the “face” of your brand. It helps your audience recognise you instantly.

Your visuals include:

- Your logo(s)
- Your brand colours
- Your fonts
- Your photography style
- Backgrounds, props, and lighting
- How you style your cakes
- How you style your photos
- How you present your packaging

Visual identity only works when it is consistent and truly reflective of your brand values and personality

Ask yourself:

Would someone recognise my brand without seeing my name or logo?

If the answer is no, it's time to refine your visuals until your look becomes unmistakably yours.

How Your Brand Sounds

Your tone of voice is how you communicate through:

- Instagram captions
- Emails
- DMs
- Website copy
- Printed materials
- Aftercare notes
- Packaging stickers
- Templates and forms

Your tone should feel natural to you but also appealing to your ideal customer.

Examples of tones cake businesses use:

- Supportive and reassuring
- Warm and friendly
- Fun and playful
- Calm and professional
- Elegant and refined

Choose the tone that aligns with your brand personality.

Your goal is to speak in a way that feels consistent and recognisable.

Customer Journey Map

Walking in Your Customer's Shoes

A strong brand doesn't just look good, it feels good.

To create a seamless experience, you need to understand every step your customer goes through. Here are the stages:

1. Discovery

How they first find you (Instagram, Google, recommendations)

2. First Contact

Messaging, email reply, or enquiry form

3. Enquiry Process

Price list, expectations, communication tone

4. Booking & Payment

How easy or complicated your process feels

5. Pre-Collection Experience

Instructions, reminders, clarity

6. Collection or Delivery

Packaging, professionalism, warmth

7. Aftercare

Instructions, follow-up message, gratitude

8. Reflection

Would they come back?

Did the experience feel aligned?

Each step is an opportunity to strengthen your brand.

Worksheet 1: Brand Foundations

1. What are your core brand values? (Choose 3–5)

-
-
-
-
-

2. Describe your brand personality in three words:

-
-
-

3. Your brand promise:

My customers can always rely on me for

4. Who is your ideal customer?

Describe:

- Their lifestyle
- What matters to them
- The style of cakes they love
- What they value in a baker
- Why they choose you

Write your notes here:

Worksheet 2: Branding

Sensory Map

Tone of Voice

How do you want customers to feel when reading your words?

Tick all that apply:

- Supported
- Calm
- Playful
- Inspired
- Confident
- Luxurious
- Reassured
- Excited
- Guided
- Warm
- Professional
- Friendly

:

Describe your tone in one paragraph:

Visual Identity Details

Brand Colours:

Brand Fonts

Photography Style:

(e.g. bright/clean, warm/neutral, colourful/playful)

Preferred Props & Backgrounds:

Worksheet 3: Customer Journey Audit

Customer Journey Audit

Choose one product type to focus on (wedding cakes, birthday cakes, cupcakes).

SECTION A – First Impressions

Where do customers first find you?

Does this platform clearly reflect your brand style?

What could be improved?

SECTION B – Enquiry Process

Is your enquiry process simple?

Yes No

What works well?

What could make it smoother or more enjoyable?

SECTION C – Collection or Delivery

Describe your current collection/delivery experience:

Does this moment feel aligned with your brand?

What small detail could elevate this experience?

SECTION D – Aftercare

Do you send a follow-up message?

Yes No

Does your follow-up reflect your tone of voice?

What could you add to make customers feel valued?

Branding Checklist

Your Brand in 10 Questions

Tick yes or no for each:

1. My visuals feel consistent across all platforms.
2. Yes No
3. Someone could recognise my brand without seeing my logo.
4. Yes No
5. My tone of voice matches my ideal customer.
6. Yes No
7. My enquiry process feels smooth and simple.
8. Yes No
9. My branding reflects my personal style.
10. Yes No
11. My packaging feels aligned with my brand.
12. Yes No
13. My photography has a clear and consistent look.
14. Yes No
15. My communication feels polished and professional.
16. Yes No
17. My customer journey has intention behind it.
18. Yes No
19. My overall brand feels authentic to me.
20. Yes No

Notes Page

Use this space to jot down ideas, improvements, colour swatches, thoughts, and inspiration as you build your brand.