

Worksheet 07 — The segmentation blueprint

From Chapter 9 — Many brands, one skeleton. Brand lines are cheap to draw early and brutal to redraw late.

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Segment — trust contracts first, logos later

☐ List every distinct audience you serve — in their words, one sentence each:

- 1. _____
- 2. _____
- 3. _____
- 4. _____

☐ Run the **confusion test** on every pair: would these two customers lose confidence meeting on one site?

Pair	Confused / lose confidence?	→ same brand or split?
A × B		
A × C		
B × C		

☐ Draw the brand lines where the confusion test fails; let one brand stretch where it passes.

☐ Name your shared **skeleton** — the systems every brand reuses (design, intake, checklists, team):

Identify — one page per brand (an afternoon each)

Copy this block once per brand.

- **Brand name:** _____
- **Audience sentence (their words):** _____
- **Promise (the trust contract):** _____
- **Accent color (distinct from siblings):** _____
- **Three voice adjectives:** _____ · _____ · _____
- **Honest exclusion** (and which sibling catches that referral): _____
- **Current tagline:** _____
- **Retired-tagline graveyard:** _____

Wire — decide every relationship on purpose

- ☐ For every PAIR of brands, choose the setting and write why:

Pair	Siblings / Quiet credit / Island	Why

- ☐ Write the public **flywheel story** for the sibling group — why they link is a story, not a mystery:

- ☐ Write the referral sentence each brand says to hand a customer to the next.
- ☐ Where a partner or client should be the star, demote your brand to the quiet-credit line.

Protect — containment is kindness to future-you

- ☐ Separate domains and inboxes per brand — shared logins are how failures spread.

- ☐ Run the **containment drill**: if this brand died tomorrow, what else would be damaged? Fix what you find:

- ☐ Give every young brand its own kill-or-keep date, reviewed ALONE — never propped up by its siblings.

- ☐ Schedule the **bounce**: when one spoke drains you, which one restores you?

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Verdict — does every brand pass the containment drill (fails alone)? ☐ Yes ☐ No — fix the shared points
