



On Demand Fulfillment

Branding Starter Kit





On Demand Fulfillment

Congratulations

CONGRATULATIONS ON GETTING STARTED!

You're here because you're ready to build something powerful.

You've taken a bold step toward building a brand that stands out in the booming supplement market. Whether you're just starting or looking to breathe new life into your business, this kit will guide you through the process of building a brand with clarity, confidence, and creativity.

At On Demand Fulfillment, we believe that launching a supplement brand shouldn't be overwhelming. With the right guidance, a strategic foundation, and a fulfillment partner you can trust, you're unstoppable.

This workbook will help you:

- Define your ideal customer
- Create a compelling brand identity
- Choose colors, fonts, and products that match your message
- Design a label and product line that builds trust and drives sales
- Launch a brand that feels real, professional, and ready to grow

By the end, we want you to say:

"I've got this. I'm ready to make my supplement brand stand out and start selling. I've found the right partner. Let's go!"



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Your Business Foundation



The first stage is identifying who you are as a business owner, your offers, and why you want to pursue your business.

Who are you as a business owner?

What is the name of your business?

Why did you decide to create your business?

Your Business Foundation



What are your products or services?

What makes your business unique?

What are your business's core values?

How do you want to connect with your target audience?

Who are your competitors? What sets you apart from others?

Know Your Customer



The second stage is to identify your target audience, how you can help them, etc. Be specific as much as possible so you can create products or services that would resonate with them. This is your 'niche'.

What is a niche and why does it matter?

Your niche is the specific group of people your brand serves — not just “health-conscious people,” but a clearly defined audience with shared needs. When you narrow your focus, your message becomes clearer, your brand feels more personal, and your ideal customers are more likely to trust and buy from you. A strong niche helps you stand out, build loyalty, and make smarter decisions about products, design, and marketing.

Who is this customer?

Examples: Men over 40 struggling with energy; busy moms looking for better sleep

What are their hobbies and interests?

Know Your Customer



What are their goals? What motivates them?

What are some of the challenges that they are facing?

What can you offer to solve their problems?

What are the benefits/results they would get from your offer?

Why should they buy from you and not from other businesses?

Know Your Customer



Where can you find your target audience? List social media platforms, etc.

What type of content resonates with your target audience? Examples of content are blog posts, videos, etc.

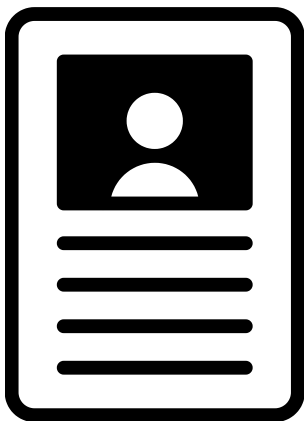
Know Your Customer



Customer Avatar #1

Using the information you've identified, let's create 2 Customer Avatars:

Basic Demographics



☐ Age

☐ Average Annual Income

☐ Gender

☐ Profession

☐ Marital Status

☐ Education Level

Their wants and aspirations

What they really think or feel

Their fears, frustrations, pains, and urgencies

(What are their biggest problems?)

Your ideal customer is...

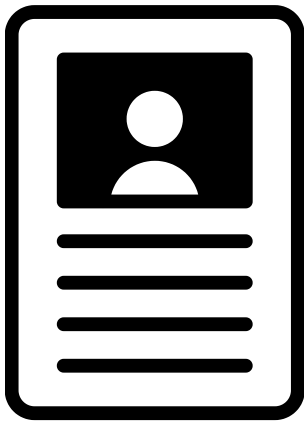
Know Your Customer



Customer Avatar #2

Using the information you've identified, let's create 2 Customer Avatars:

Basic Demographics



☐ Age

☐ Average Annual Income

☐ Gender

☐ Profession

☐ Marital Status

☐ Education Level

Their wants and aspirations

What they really think or feel

Their fears, frustrations, pains, and urgencies

(What are their biggest problems?)

Your ideal customer is...

Build a Brand that Connects



What is a brand? It's more than a logo — it's the impression people have when they see your product or visit your website.

Focus on what your target audience wants from you and how to address them.

What is your brand's voice?

Examples: empowering, clinical, nurturing, bold, etc.

What are your business visions, missions, and goals?

Build a Brand that Connects



What is your brand's tagline?

Examples: Fuel Your Fight. Win Your Day. or Wellness You Can Trust. Care You Can Feel.

What is your brand's design guide?

Examples: colors you'll use, specific fonts to maintain consistency, etc



Choose Your Products



Now that you know your business, customer, and brand, circle the products that are the best fit. On Demand can help you customize your offerings further based on your answers.

- | | |
|---|---|
| <input checked="" type="checkbox"/> Weight Loss Supplements | <input checked="" type="checkbox"/> Vitamin Supplements |
| <input checked="" type="checkbox"/> Sports Nutrition | <input checked="" type="checkbox"/> Herbal Supplements |
| <input checked="" type="checkbox"/> Health Supplements | <input checked="" type="checkbox"/> Gummy Vitamins |

Specific products and ideas:

Ideas for your product labels. Remember to keep them clean, readable, and on-brand, and include include certification, disclaimers, and benefits (and mark them with asterisks):

Well Done.



YOUR NEXT STEPS:

You have completed identifying your business foundation, target audience, building your brand, determining your products, and identifying sales opportunities. Take a moment and give yourself a big round of applause!

Your next steps are easy, just get back in touch with On Demand Fulfillment and we will help you take care of the rest.

We will help you:

- finish the design of your labels
- pick the exact products you want to sell
- assign SKUs to your products
- set up and integrate sales platforms
- run a test order to finalize

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