

# LEMON SEED WORKBOOK

\*TO BE USED IN RELATION WITH THE LEMON SEED CONTENT

**OPEN SOURCE BRANDING:**  
LESSONS FROM BELLINGCAT'S TRANSPARENCY



HTTPS://WELLPALCREATIVE.COM

**wellpalcreative.com**

Helping build brands as instruments. not ornaments.



ICK PIG (EXTENDED VERSION) - (WELLPAL #8)

© 2024 Wellpal Creative Company. All rights reserved. This content is for informational purposes only and does not constitute an offer or any other financial product or service. Please contact your advisor for more information.



DINOSAUR - (WELLPAL SEED #1)

© 2024 Wellpal Creative Company. All rights reserved. This content is for informational purposes only and does not constitute an offer or any other financial product or service. Please contact your advisor for more information.



MARATHON VS. SPRINT - (WELLPAL SEED #2)

© 2024 Wellpal Creative Company. All rights reserved. This content is for informational purposes only and does not constitute an offer or any other financial product or service. Please contact your advisor for more information.

# Welcome,

To to another WPC DIY workbook

Use this in combination with the insights of the following lemon seed:

## Open Source Branding: Lessons from Bellingcat's Transparency

 [www.](#)

THE FOLLOWING SET OF EXERCISES IS DESIGNED TO HELP YOU APPLY THE INSIGHTS FROM OUR LEMON SEED BLOG POST TO YOUR OWN BRAND OR BUSINESS AS PART OF OUR DIY SERIES TO HELP MORE PEOPLE THINK OF THEIR BRAND AS AN INSTRUMENT EVEN WHEN ON A BUDGET OR IDEA STAGE.

BY ENGAGING WITH THESE THOUGHT-PROVOKING ACTIVITIES, YOU'LL BE ABLE TO:

1. Critically examine your current branding and communication strategies
2. Identify opportunities for increased transparency and authenticity
3. Explore innovative ways to collaborate and engage with your audience
4. Develop a more ethical and responsible approach to information sharing
5. Strengthen your brand's resilience in the face of misinformation challenges

Each exercise is crafted to encourage deep reflection and practical application. By working through these activities, you'll gain valuable insights that can help transform your brand's approach to transparency, collaboration, and ethical decision-making in the digital age.

Remember, there are no right or wrong answers. The goal is to stimulate creative thinking and inspire actionable ideas that align with your brand's unique values and objectives.

# EXERCISE 1

THE TRANSPARENCY AUDIT

# NOTES



THE "THINK ABOUT IT" SLIDE

**EXERCISE:**

Conduct a thorough review of your brand's current transparency practices. List areas where you're already open with your audience or team and identify opportunities to be more transparent.

BUILD INSTRUMENTS



ORNAMENTS ≠ WELLPAL HELPING

THE "THINK ABOUT IT" SLIDE

**REFLECTION:**

How might increased transparency build trust with your customers? What are the potential risks and benefits of sharing more of your processes or decision-making?

BUILD INSTRUMENTS



ORNAMENTS ≠ WELLPAL HELPING



ORNAMENTS ≠ WELLPAL HELPING CLIENTS

# EXERCISE 2

COLLABORATIVE INNOVATION

# NOTES





THE "THINK ABOUT IT" SLIDE

**EXERCISE:**

Organize a brainstorming session with team members from different departments or even external partners. Focus on a current challenge your brand faces and use open-source principles to generate solutions.

BUILD INSTRUMENTS



ORNAMENTS vs WELLPAL HELPING

THE "THINK ABOUT IT" SLIDE

**REFLECTION:**

How can you leverage diverse perspectives to solve problems more effectively? What systems can you put in place to encourage ongoing collaboration and idea-sharing?

BUILD INSTRUMENTS



ORNAMENTS vs WELLPAL HELPING



ORNAMENTS vs WELLPAL HELPING CLIENTS

# EXERCISE 3

THE DIGITAL FOOTPRINT ANALYSIS

# NOTES



THE "THINK ABOUT IT" SLIDE

**EXERCISE:**

Examine your brand's online presence as if you were an open-source investigator. What information is readily available? What narratives or misconceptions might arise from this publicly accessible data?

BUILD INSTRUMENTS



Handwriting practice lines consisting of a solid top line, a dashed middle line, and a solid bottom line.

THE "THINK ABOUT IT" SLIDE

**REFLECTION:**

How can you proactively shape your brand's digital narrative? Are there areas where you need to provide more context or clarification to prevent misunderstandings?

BUILD INSTRUMENTS



Handwriting practice lines consisting of a solid top line, a dashed middle line, and a solid bottom line.



# EXERCISE 4

THE ETHICAL DECISION-MAKING SCENARIO

# NOTES



THE "THINK ABOUT IT" SLIDE

**EXERCISE:**

Create a hypothetical scenario where your brand faces an ethical dilemma related to information sharing or data use. Walk through the decision-making process, considering the principles of open-source intelligence and transparency.

BUILD INSTRUMENTS



ORNAMENTS ≠ WELLPAL HELPING

THE "THINK ABOUT IT" SLIDE

**REFLECTION:**

How do your brand's values align with the principles of open-source branding? Are there areas where you might need to reassess your policies or practices to better serve your audience and maintain integrity?

BUILD INSTRUMENTS



ORNAMENTS ≠ WELLPAL HELPING



STIS ≠ WELLPAL HELPING CLIENTS

# OPENSOURCE BRANDING LESSONS

THE CONCEPT OF "OPEN SOURCE BRANDING:  
LESSONS FROM BELLINGCAT'S TRANSPARENCY"  
IN MORE DEPTH



# Branding Lessons

Open Source Branding, inspired by Bellingcat's approach, is a strategy that emphasizes transparency, collaboration, and community engagement in building a brand.

**EXPLORE SOME OF THE KEY ASPECTS WITH YOUR TEAM INTERNALLY:**

## 1. RADICAL TRANSPARENCY



BELLINGCAT HAS MADE ITS INVESTIGATIVE PROCESSES PUBLIC, ALLOWING ANYONE TO VERIFY THEIR FINDINGS.



### FOR BRANDS, THIS COULD MEAN:

- SHARING BEHIND-THE-SCENES CONTENT OF PRODUCT DEVELOPMENT
- BEING OPEN ABOUT SUPPLY CHAINS AND SOURCING
- PUBLICLY ADDRESSING MISTAKES OR CONTROVERSIES

## 2. COLLABORATIVE APPROACH



BELLINGCAT RELIES ON A COMMUNITY OF CONTRIBUTORS



### FOR BRANDS, THIS COULD MEAN:

- INVOLVE CUSTOMERS IN PRODUCT DESIGN OR IMPROVEMENT
- CREATE PLATFORMS FOR USER-GENERATED CONTENT
- FOSTER ONLINE COMMUNITIES AROUND THE BRAND

WELLPAL HELPING CLIENTS



# OUR OWN REFLECTION ON THE LESSON

## LESSON 1 REFLECTION

Blank space for Lesson 1 reflection.

## LESSON 2 REFLECTION

Blank space for Lesson 2 reflection.



### 3. EDUCATIONAL FOCUS:



BELLINGCAT TRAINS OTHERS IN THEIR METHODS



**FOR BRANDS, THIS COULD MEAN:**

- PROVIDE VALUABLE, FREE EDUCATIONAL CONTENT RELATED TO YOUR INDUSTRY
- HOST WORKSHOPS OR WEBINARS TO SHARE EXPERTISE
- CREATE DETAILED GUIDES OR TUTORIALS ABOUT YOUR PRODUCTS OR SERVICES

### 4. LEVERAGING TECHNOLOGY



BELLINGCAT USES CUTTING-EDGE TOOLS FOR INVESTIGATIONS



**FOR BRANDS, THIS COULD MEAN:**

- ADOPT NEW TECHNOLOGIES TO ENHANCE CUSTOMER EXPERIENCE
- USE DATA ANALYTICS TO IMPROVE PRODUCTS AND SHARE INSIGHTS
- EMBRACE EMERGING PLATFORMS FOR BRAND COMMUNICATION

# OUR OWN REFLECTION ON THE LESSON

## LESSON 3 REFLECTION

## LESSON 4 REFLECTION



## 5. BUILDING TRUST THROUGH AUTHENTICITY



BELLINGCAT'S CREDIBILITY COMES FROM ITS RIGOROUS METHODS



### FOR BRANDS, THIS COULD MEAN:

- PROVIDE DETAILED INFORMATION ABOUT YOUR PROCESSES (WITHIN REASON)
- BE HONEST ABOUT LIMITATIONS OR CHALLENGES
- ENGAGE IN TWO-WAY COMMUNICATION WITH CUSTOMERS

## 6. ADAPTABILITY AND CONTINUOUS IMPROVEMENT



BELLINGCAT EVOLVES ITS METHODS AS TECHNOLOGY CHANGES



### FOR BRANDS, THIS COULD MEAN:

- REGULARLY UPDATE YOUR PRACTICES BASED ON FEEDBACK
- STAY AGILE IN RESPONSE TO MARKET CHANGES
- CONTINUOUSLY INNOVATE YOUR PRODUCTS AND COMMUNICATION STRATEGIES



# OUR OWN REFLECTION ON THE LESSON

## LESSON 5 REFLECTION

Blank space for reflection on Lesson 5.

## LESSON 6 REFLECTION

Blank space for reflection on Lesson 6.



## 7. PURPOSE-DRIVEN APPROACH



BELLINGCAT HAS A CLEAR MISSION BEYOND PROFIT.



### FOR BRANDS, THIS COULD MEAN:

- CLEARLY COMMUNICATE YOUR VALUES AND MISSION
- ENGAGE IN MEANINGFUL CORPORATE SOCIAL RESPONSIBILITY INITIATIVES
- ALIGN BUSINESS PRACTICES WITH BROADER SOCIETAL GOALS

## 8. CROSS-INDUSTRY INSPIRATION



BELLINGCAT HAS DRAWN FROM DIVERSE FIELDS LIKE JOURNALISM, TECHNOLOGY, AND LEGAL FRAMEWORKS TO ENHANCE ITS INVESTIGATIVE CAPABILITIES.



### FOR BRANDS, THIS COULD MEAN:

- SEEK DIVERSE PERSPECTIVES
- FOSTER INTERDISCIPLINARY COLLABORATION
- STAY OPEN TO UNCONVENTIONAL IDEAS

# OUR OWN REFLECTION ON THE LESSON

## LESSON 7 REFLECTION

Blank space for reflection on Lesson 7.

## LESSON 8 REFLECTION

Blank space for reflection on Lesson 8.





**THE END**

... FOR NOW

# See you in the next one

IF THIS DEEP DIVE INTO HAS SPARKED YOUR INTEREST IN EVOLVING YOUR OWN BRAND, WPC IS HERE TO HELP. OUR COMPREHENSIVE SOLUTION SUITE IS DESIGNED TO GUIDE YOU THROUGH EVERY STAGE OF BRAND DEVELOPMENT AND EVOLUTION.

## LEMONADE STAND

 [www.](#)

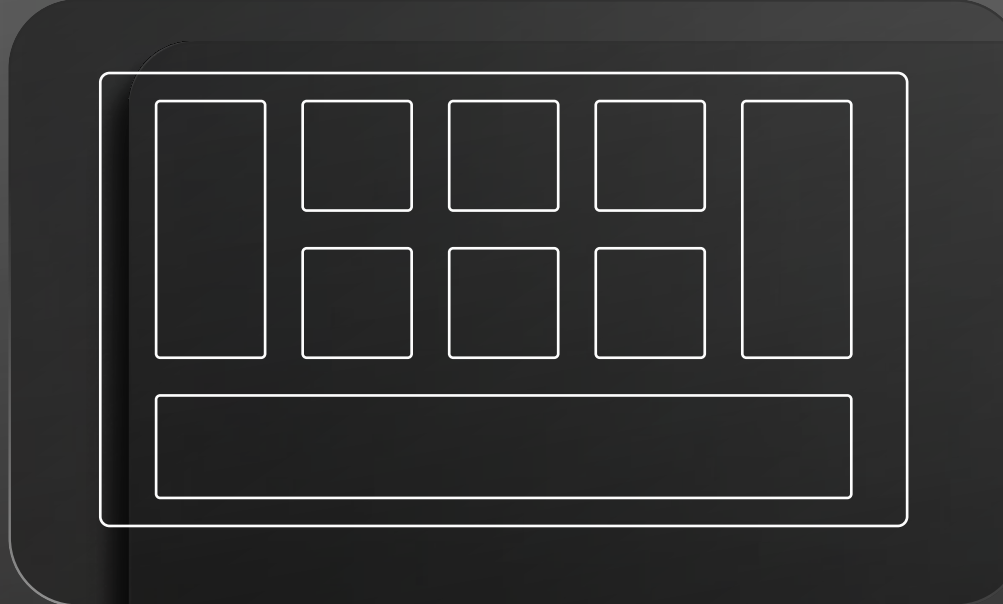


### WELLPAL IDEATION & PROTOTYPING (WIP)™

- Start-ups & Entrepreneurs
- Small to Medium Enterprises (SME)
- Creative Agencies & Freelancers
- Business Consultants & Brand Managers
- Educational Institutions

**“ WHERE IDEAS MEET REALITY ”**

Ever had a brilliant idea that felt so close yet so far from reality? That's where we step in. WellPal Ideation & Prototyping (WIP)™ is not just about throwing ideas at the wall to see what sticks. It's about crafting those eureka moments into something you can touch, see, and feel.



### WELLPAL BRAND NAVIGATOR™

- Emerging Start-ups & Entrepreneurs
- Established businesses
- Growth oriented companies
- Innovative leaders
- Looking to bring clarity in the clutter

**“ BRAND INTO INSTRUMENT ”**

Navigating the intricate world of brand building requires a lucid and concentrated approach. My approach, rooted in design-driven innovation and the WPC Brand Blueprint, coupled with a profound understanding of the entrepreneurial path, assists my clients in maneuvering certain complexities.

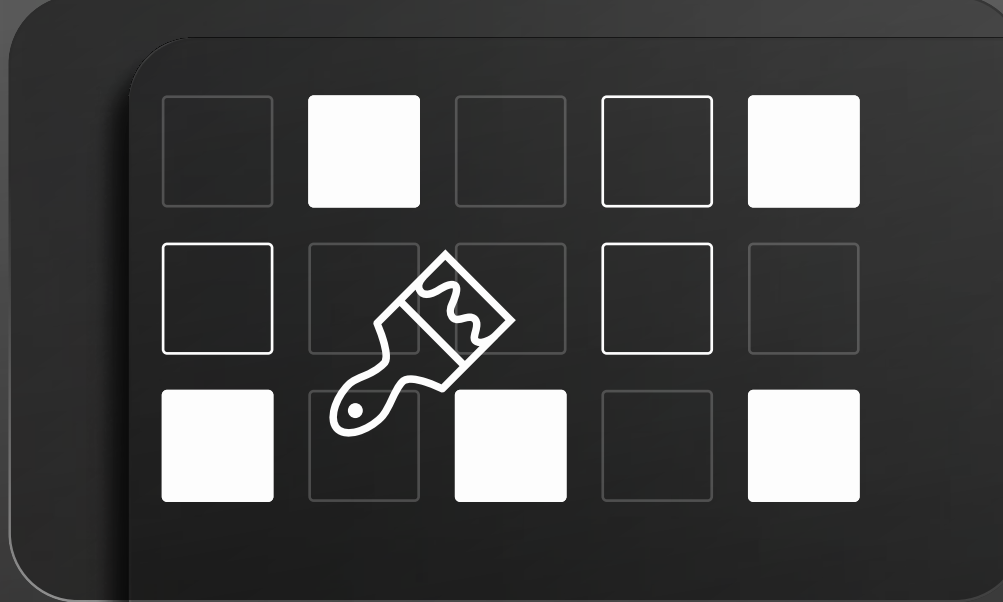


### WELLPAL BRAND EVOLUTION SUITE™

- Outdated Brand Identity
- Stagnant Businesses
- Experiencing a lack of differentiation
- Ineffective marketing focused companies
- Those looking to pivot (Market Shifts)

**“ TRANSFORM AND THRIVE ”**

In a world that never stops changing, standing still isn't a strategy. Welcome to the WellPal Brand Evolution Suite™, where we explore the potential of your brand's evolution together. This suite is designed for brands at a crossroads, contemplating a fresh direction. It's not about change for its own sake, but about thoughtful evolution.



### WELLPAL SIGNATURE VISUALS & DESIGN

- Cohesive visual brand identity design
- Packaging Design
- UI Design & Development (Web + App)
- GFX Design
- Concept Design

**“ VALUES INTO VISUALS ”**

For brands seeking to stand out visually, my approach goes deeper than mere aesthetics. We focus on crafting visuals that capture the very essence of your brand, making every interaction purposeful. This isn't about producing just 'pretty pictures'; it's about creating a visual language that truly resonates with your audience and brand.

At WPC, we believe in crafting brands that are more than just aesthetically pleasing – we create instruments of change and growth.

Whether you're starting from scratch or looking to evolve your existing brand, our team is ready to help you navigate the complex landscape of modern branding.

**READY TO TAKE THE NEXT STEP IN YOUR BRAND JOURNEY?**

**CONTACT US TODAY TO EXPLORE HOW WPC CAN HELP YOU BUILD A BRAND THAT TRULY RESONATES IN TODAY'S DYNAMIC MARKETPLACE.**

# Get in touch!

## OFFICIAL WEBSITE

[www.wellpalcreative.com/home](http://www.wellpalcreative.com/home)

## LEARN AT YOUR OWN PACE (COURSE)

<https://wellpalcreative.com/lemonade-stand/jtbd-11/>

## CONTACT INFO

[sai@wellpalcreative.com](mailto:sai@wellpalcreative.com)

sai\_wellpal

## SOCIALS

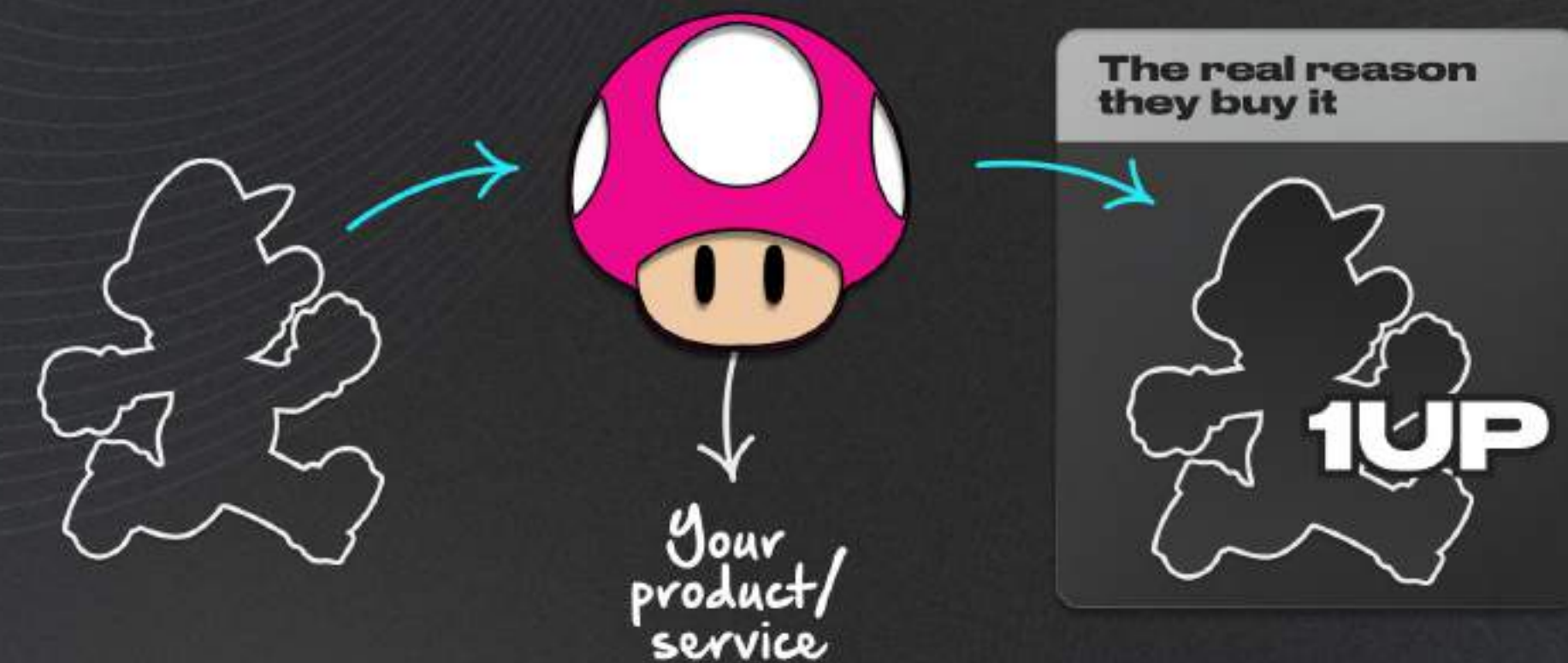
<https://www.youtube.com/c/WellPalCreative>

[www.linkedin.com/in/saidahvanlierop](http://www.linkedin.com/in/saidahvanlierop)

[https://www.instagram.com/wellpal\\_creative/](https://www.instagram.com/wellpal_creative/)

# Unlocking Customer Motivations with JTBD

Unlock what motivates them to buy YOUR product.



Learn how to transform your business/brand strategy by prioritizing what the customer actually need trough this self-paced learning module available in our lemonade factory.

## OVERVIEW

SECTION 1 <b>THEORY</b> THE JTBD THEORY 101	SECTION 2 <b>DISCOVERY</b> MASTERING JTBD AND VALUE PROPOSITIONS
SECTION 3 <b>TECHNIQUE</b> RECOGNIZING JTBD IRL	SECTION 4 <b>APPLY</b> ACTIONABLE TEMPLATES



THE WPC JTBD STACK™

WELLPAL HELPING CLIENTS BUILD INSTRUMENTS