[B&L] Clarify Your Brand

Or, How to Talk About Who You Are, What Makes You Different, and Why People Should Care
How Do You Choose?
How Do You Choose?
What is a Brand? Really?
The Feeling People Have About You & Your Business

Your Brand

Your Identity & Story
The Sweet Spot

YOU

Your Clients
Who ARE You?

- Your passions, expertise, strengths
- Your weaknesses, quirks
- Your Big Why, Mission & Vision
- What you want to be known/remembered for
Your Story = Your Brand

• How People Understand You
• The Persona of your Business
• Expressed visually, through words & emotions
Your Back Story (The Hero’s Journey)

Vision & Mission

Quirks, Weaknesses

Values (Soap Box)

Value You Bring

Your Name, Logo, Tagline, Colors, Theme

Passions, Talents, Strengths
Your Brand Identity

- Your Voice
- Partnerships
- Your Tribe
- Body of Work
- Signature Dish (What You're Known For)
- Value Delivered
Where is Your Brand Unclear?

- Do we see the benefits?!
- Too many “doors” to walk through?

- Can we tell you apart from your competitors?
The Elements You Control

- Name of Your Business
- Logo
- Tagline
- Website Design/Layout
- About Page
- Themes/Metaphors
- Social Media Profiles

- All the Words, All the Pictures
Good Taglines?

- Apple: Think different.
- Ringling Bros. and Barnum & Bailey: The Greatest Show on Earth
- Nike: Just Do It.
- Subway: Eat Fresh.
For Taglines, think about...

- Being CLEAR vs. CLEVER
- Your Mission
- Your Audience
- Benefits of Doing Business w/ You
- How You’re Different
- Your Personality, Style & Voice
- SHORT & Sweet (8 words or less)
The Creative Process
How are You Perceived?

- What THREE words would you use to describe me?
- 2. What ONE EMOTION do you feel when you think about me/my brand?
- 3. What ONE QUALITY do you associate most with my business/me?
Your Assignment

1. Assess your current branding & find out how others perceive you
2. Pick ONE area of your branding to improve and clarify (see Story Framework)
3. Identify what you need to make that happen. (Outline the steps)
4. Take action and report to the group.
Next week: My Process...

Story Bistro
Connect & Build Deeper Client Relationships

Story Bistro
Marketing that Works for Big-Hearted Businesses
For More...

DigitalDiningRoom.com
Additional Reading

- http://thewordchef.com/2012/03/your-signature-dish-how-to-create-a-program-that-sizzles/