

[B&L] Clarify Your Brand

Or, How to Talk About Who You Are, What Makes You Different, and Why People Should Care

Story  Bistro

Marketing that Works for Big-Hearted Businesses

How Do You Choose?



How Do You Choose?



What is a Brand? *Really?*

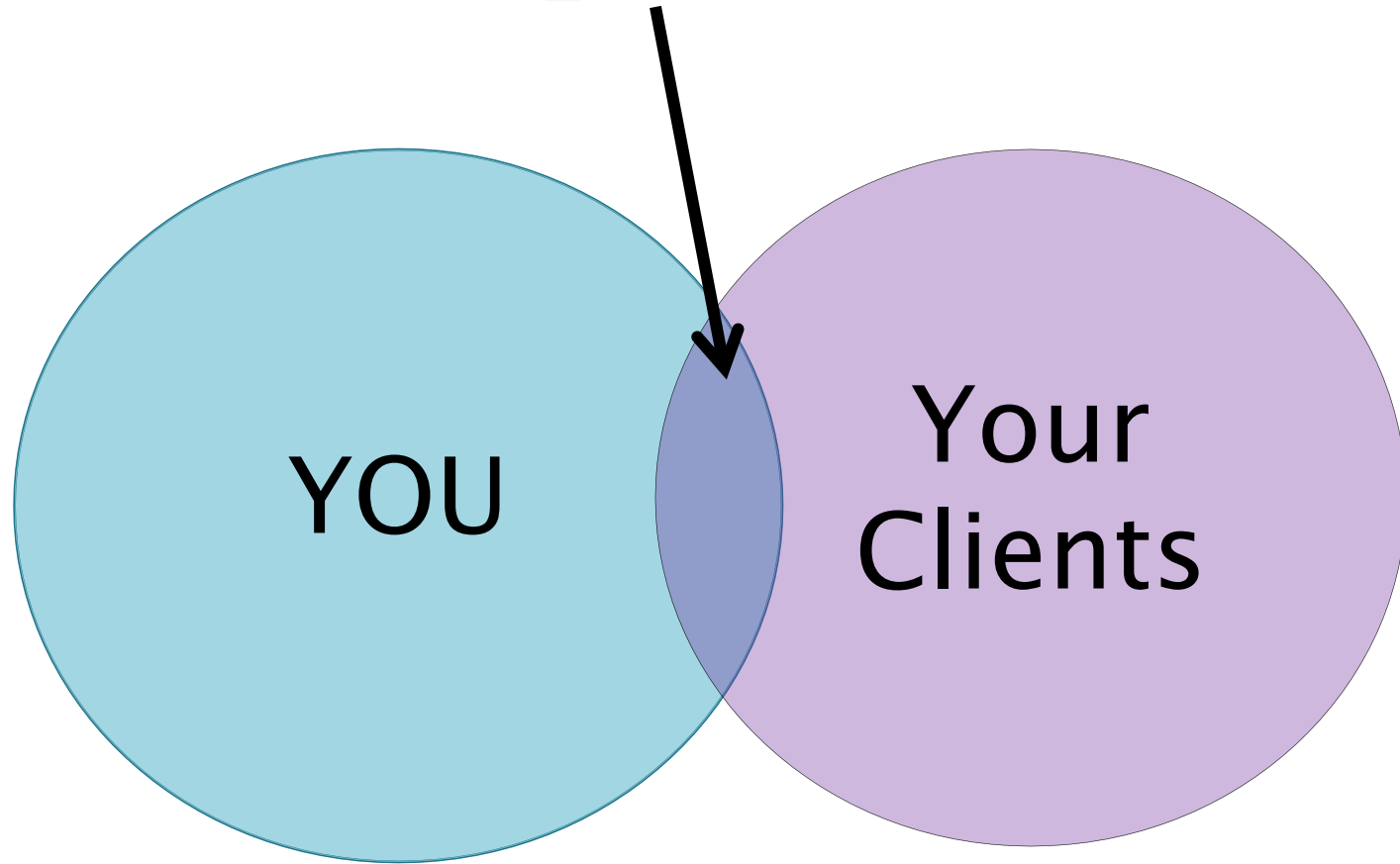


The Feeling People Have
About You & Your Business

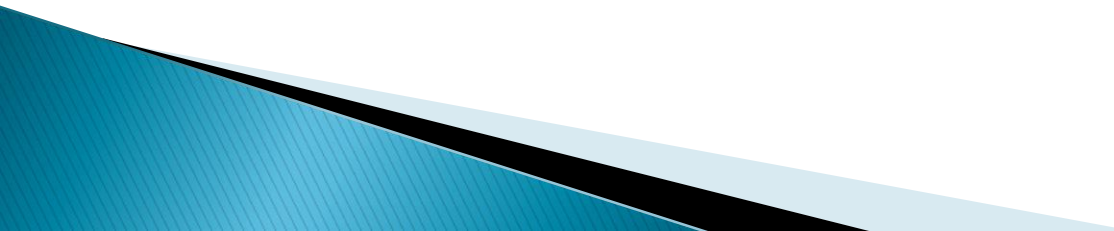



Your Identity & Story

The Sweet Spot



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

Passions,
Talents,
Strengths

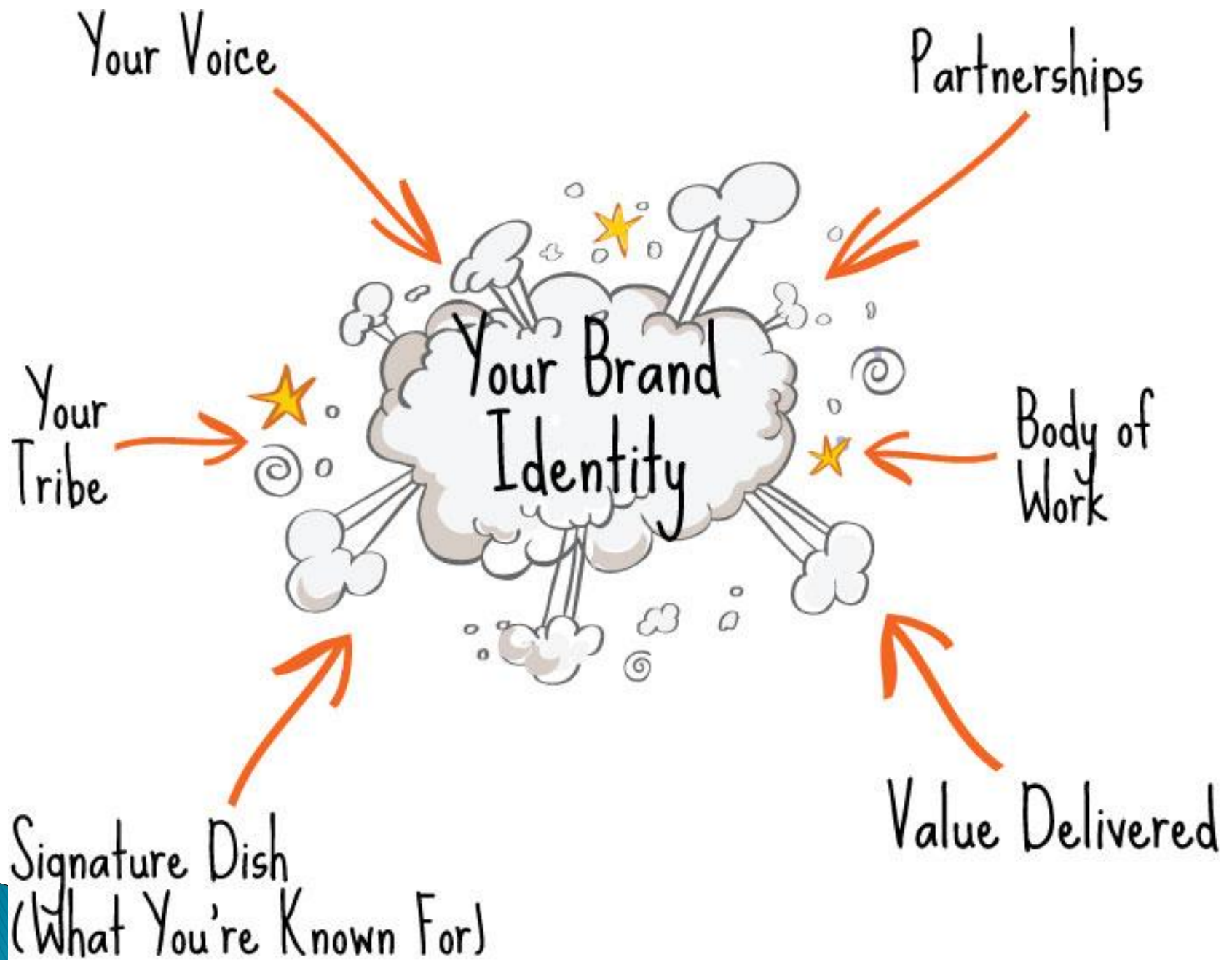
Values (Soap Box)

Value You Bring

Your Name, Logo, Tagline, Colors, Theme

Your Brand
Identity

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graph TD; A[Your Back Story (The Hero's Journey)] --> C((Your Brand Identity)); B[Vision & Mission] --> C; D[Quirks Weaknesses] --> C; E[Passions, Talents, Strengths] --> C; F[Values (Soap Box)] --> C; G[Value You Bring] --> C; H[Your Name, Logo, Tagline, Colors, Theme] --> I[Your Brand Identity];
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Where is Your Brand Unclear?

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



- ▶ Can we tell you apart from your competitors?

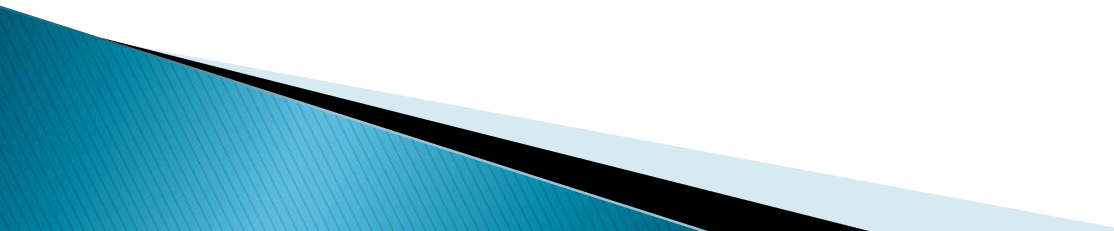
The Elements You Control

- ▶ Name of Your Business
 - ▶ Logo
 - ▶ Tagline
 - ▶ Website Design/Layout
 - ▶ About Page
 - ▶ Themes/Metaphors
 - ▶ Social Media Profiles
 - ▶ All the Words, All the Pictures
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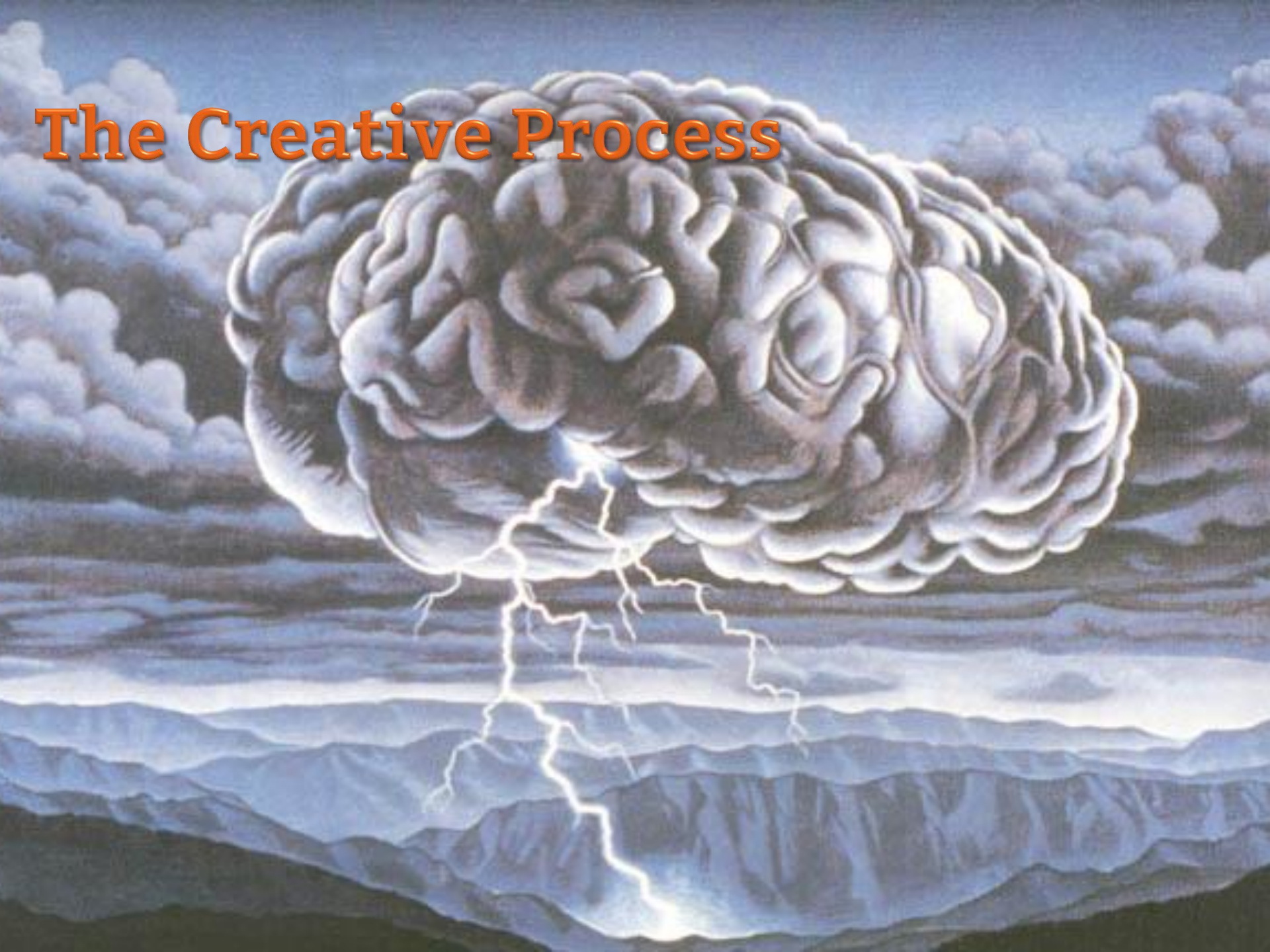
Good Taglines?



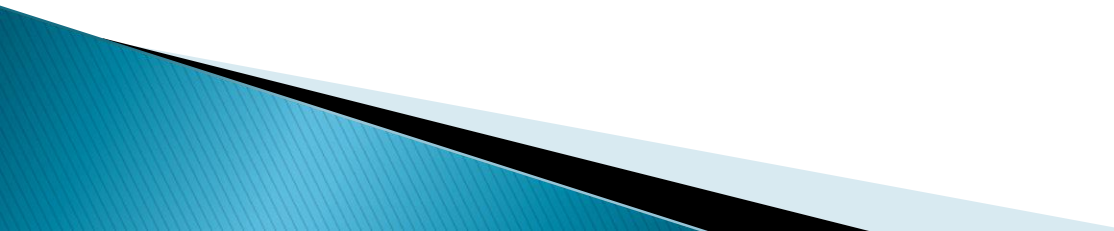
For Taglines, think about...

- ▶ 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)
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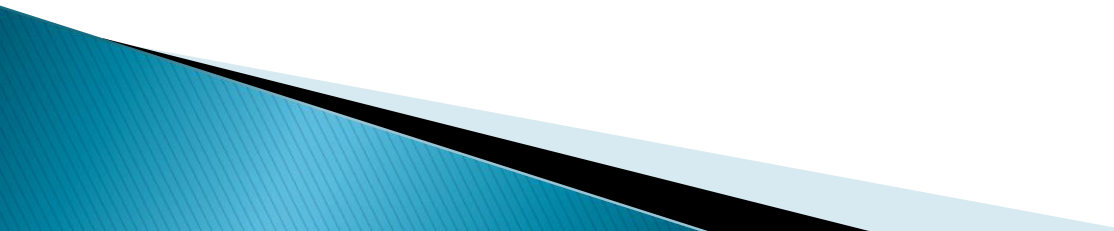
The Creative Process



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.
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Next week: My Process...

Story  Bistro

Connect & Build Deeper Client Relationships

Story  Bistro

Marketing that Works for Big-Hearted Businesses

For More...

▶ **DigitalDiningRoom.com**

{Digital *Dining Room*}



Additional Reading

- ▶ <http://thewordchef.com/2013/12/revamp-vs-rebrand-10-considerations-website/>
 - ▶ <http://thewordchef.com/2013/10/well-telling-branding-story/>
 - ▶ <http://thewordchef.com/2013/10/big-motives-mentors-defining-moments/>
 - ▶ <http://thewordchef.com/2012/03/your-signature-dish-how-to-create-a-program-that-sizzles/>
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