

{Digital Dining Room} 

[B&L] Clarify Your Brand Story

Turn up the Flavor of Who You Really Are
& Connect to More of Your Right People

Story  Bistro

Profit isn't a purpose, it's a result. To have purpose means the things we do are of real value to others.

– Simon Sinek

The background of the slide is a warm, orange-toned photograph. In the foreground, a glass jar filled with orange marmalade is shown. A wooden spoon is scooping out a portion of the marmalade from the jar. In the background, there are several whole and partially peeled oranges, creating a fresh and vibrant atmosphere.

Zest

turn up the flavor of your brand

Question:

What is a brand (really)?



The Feeling People Have
About You & Your Business



Your Identity & Story

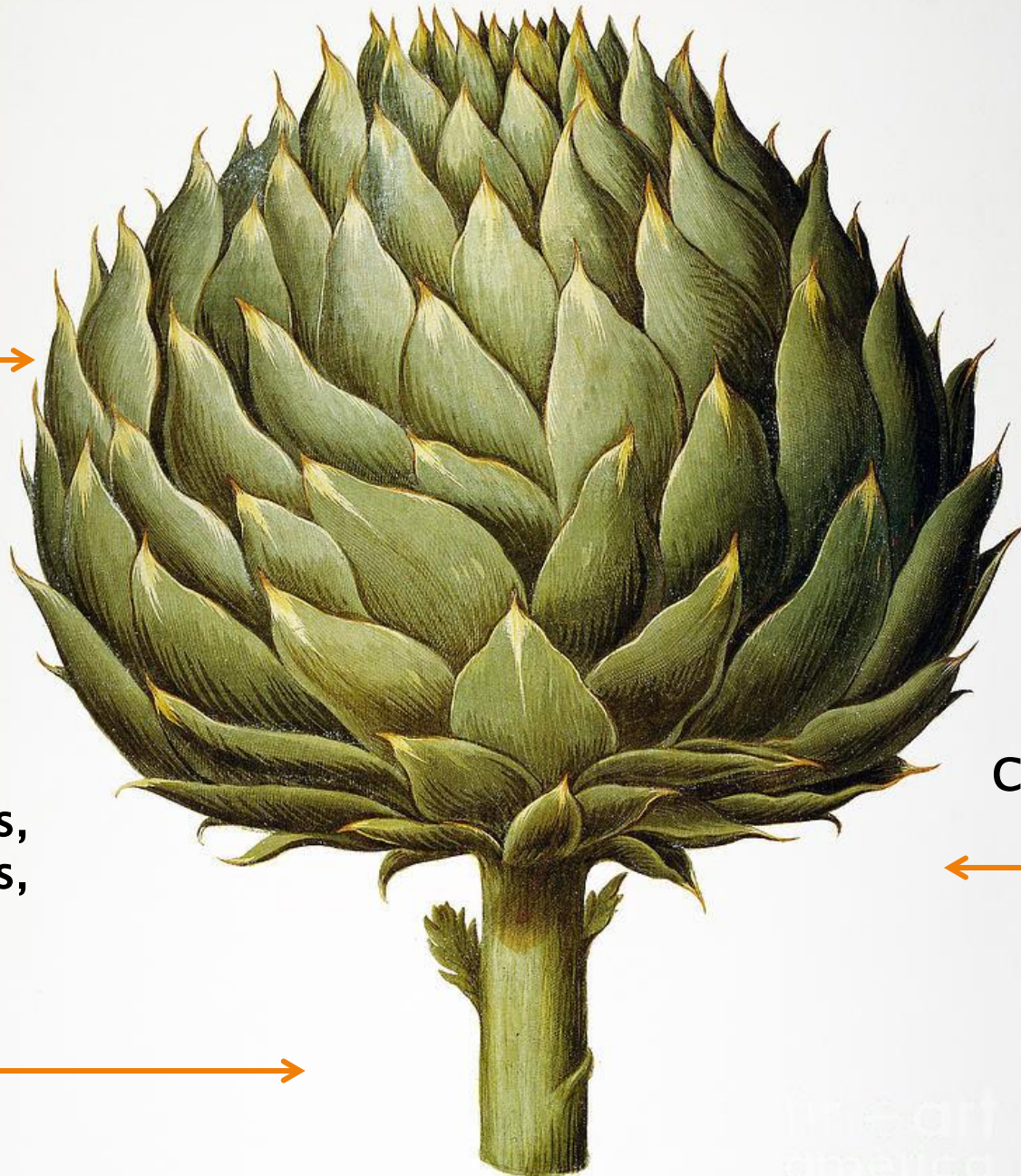
Your Big Why
+ Everything
That Makes
You, **YOU** +
Everything
You Do



Your Partners,
Collaborators,
Industry =
Setting/ Soil
flavors you



How Your
Audience &
Clients Receive
Your Gift(s)



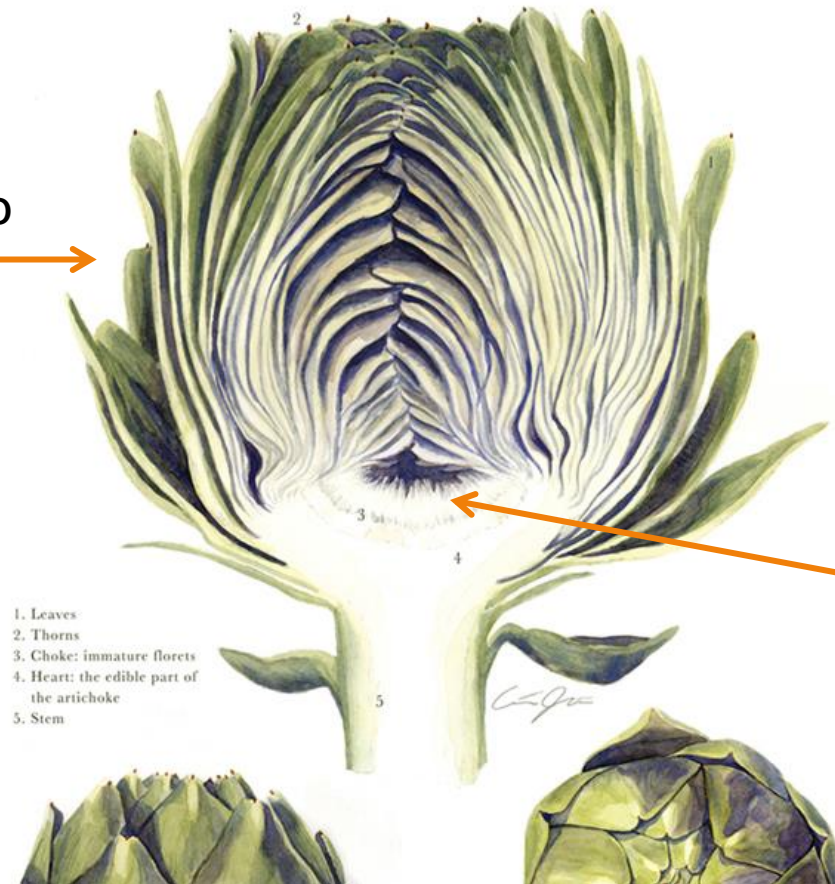
Fructus Artiochi.

the art
america

Artichoke

Cynara cardunculus

Layers of
What YOU Do



The Heart =
Your Big Why



Your Business is a Story Told via Your Branding



- How People Understand You
- The Persona of your Business = The Mentor
- Expressed visually, through words & emotions

Your Back Story (The Hero's Journey)

Vision & Mission

Quirks
Weaknesses

Passions,
Talents,
Strengths

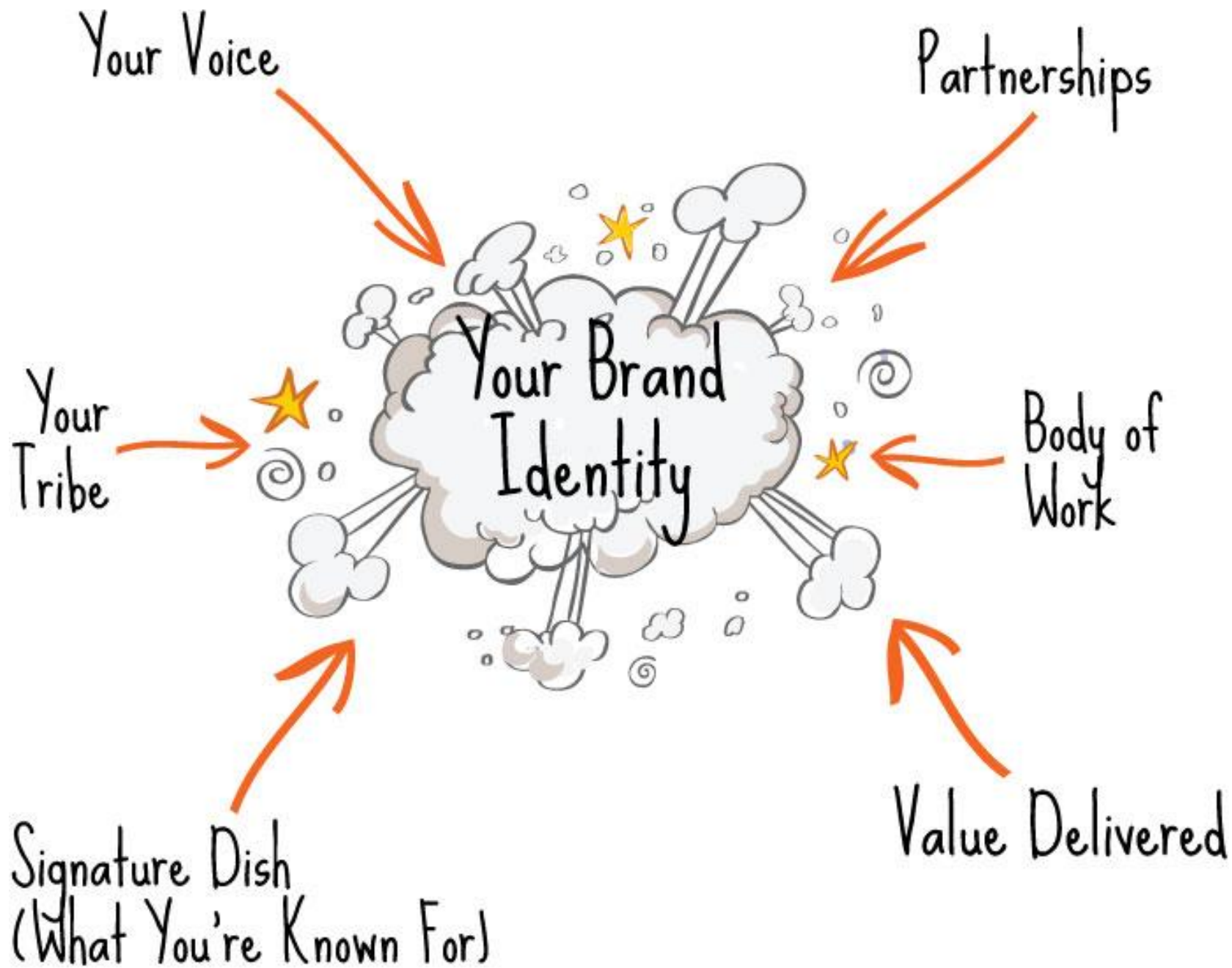
Values (Soap Box)

Value You Bring

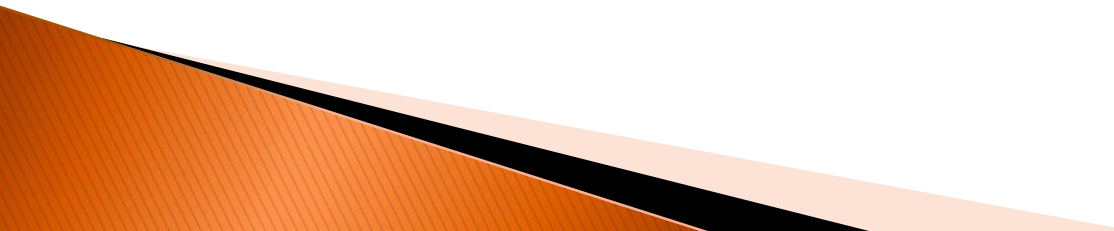
Your Name, Logo, Tagline, Colors, Theme

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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Storytelling: Big S, Little s

- ❑ **Big S** = Your About Page, Your Back Story, Your Mission, Vision, Values, Your Manifesto, Your Content (blog posts, podcasts, books, presentations, emails)
 - ❑ **Little s** = Your social media posts, how you show up online and in person
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3 Ways to Clarify Your Brand

1. Find and Express **Your Big Why**
2. **Partner and Collaborate** with Intention
3. Serve **Your People** How They Want
(and Need) to be Served

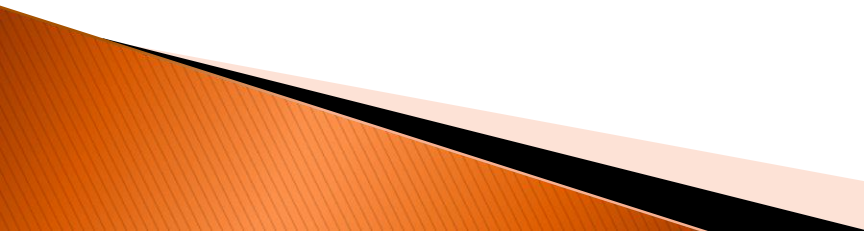
[illegible]

Who Are YOU?

Self-Inventory:

- ☐ Passions
- ☐ Values
- ☐ Strengths & Weaknesses
- ☐ Motivations & Goals
- ☐ Skills
- ☐ Work History
- ☐ Major Life Experiences

What's Your Soapbox? Niche?

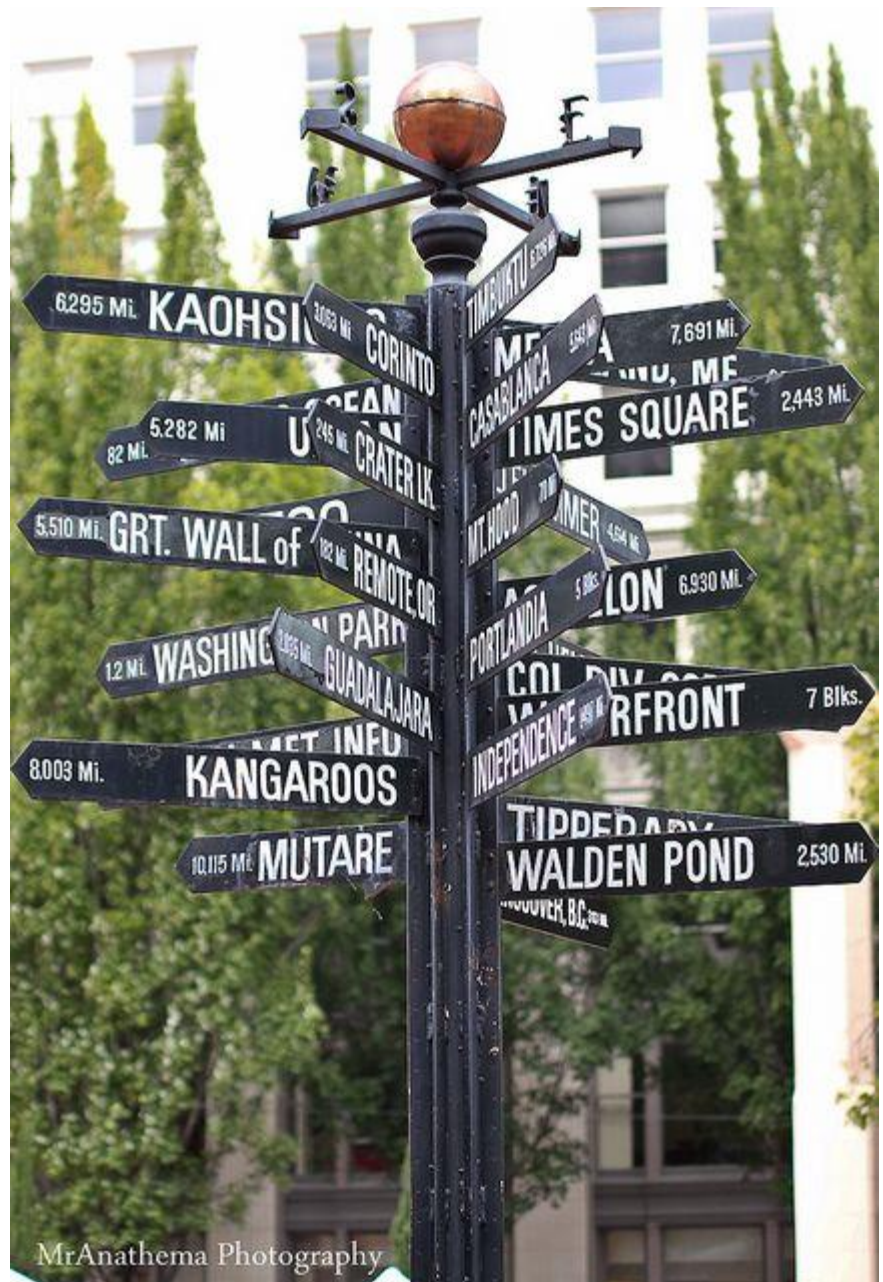
- ❑ What's broken in your industry?
 - ❑ What can ONLY YOU fix?
 - ❑ What paths intersect in your life?
 - ❑ What lights you up and keeps you up?
 - ❑ Who are your Goldilocks people?
 - ❑ Who can you serve BEST?
 - ❑ What's happened in your life to drive you to do what you do now? << **Your Big Why**
- 



Look for patterns and connections:

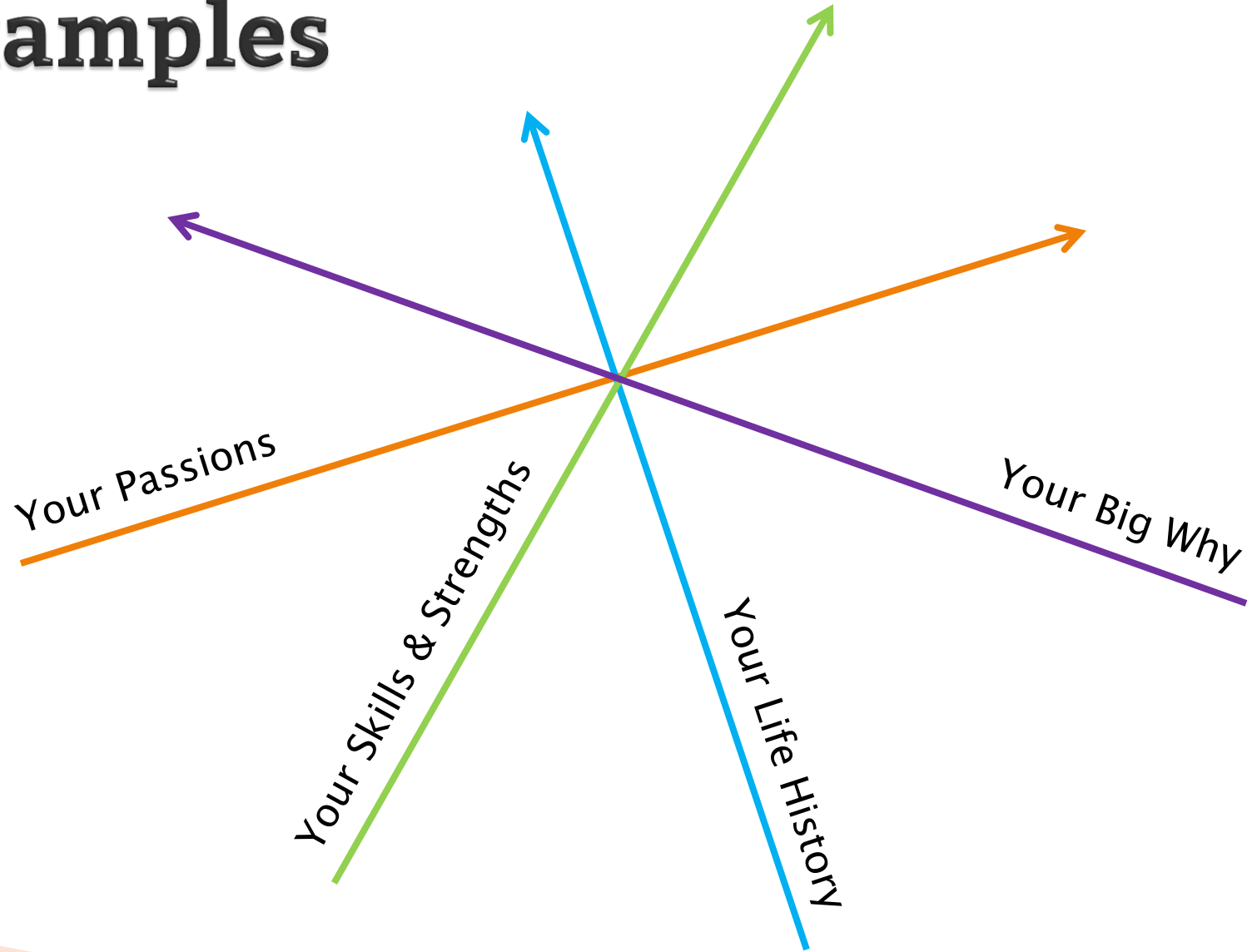
- ❑ Where are there overlaps between you and your Ideal Client?
- ❑ What themes keep repeating themselves?

Look for the Intersections



MrAnathema Photography

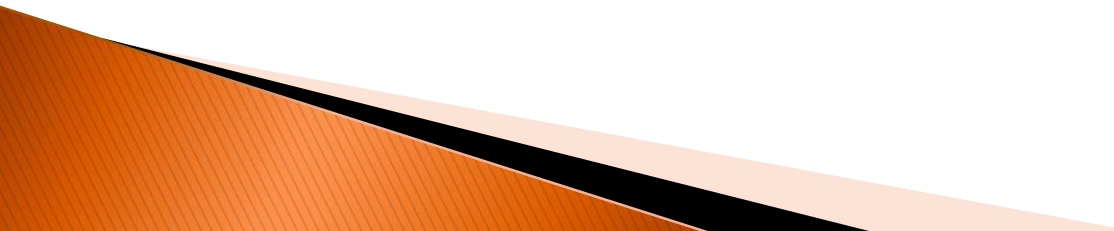
Examples



Those Intersections, *Expressed*

- ❑ Name of Your Business
 - ❑ Logo
 - ❑ Tagline
 - ❑ Website Design/Layout
 - ❑ About Page
 - ❑ Themes/Metaphors
 - ❑ Social Media Profiles
 - ❑ Manifesto
 - ❑ All the Words, All the Pictures
- 

Partners & Collaborators

- ❑ Your biz friends are a reflection of Who You Are
 - ❑ They reinforce – or damage -- your reputation
 - ❑ Who are you collaborating with now?
 - ❑ Who would your Top 10 Ideal Collaborators Be?
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How Are You Serving People?

- ❑ How do you know?
- ❑ Regular feedback? Referrals?
- ❑ Are your systems leaking?

The Passions Test

- ❑ Get out a pen and piece of paper.
- ❑ Number from 1 to 9.
- ❑ Ready?

When I was a kid I loved to...





**I Can't
Pass Up a
Book or a
Movie
about...**

If I played hooky from work for a week, I'd spend my time...





**Most people don't know this
about me, but I really enjoy...**

**I am the
Go-To
person
when my
friends
need help
with...**



A man in a dark trench coat and a fedora hat is being kicked in the chest by a woman dressed as Wonder Woman. The woman is in a dynamic pose, with her right leg extended forward and her left leg planted on the ground. She is wearing a red strapless top with a gold star, a gold belt, and blue shorts with white stars. She also has gold arm cuffs and red boots with gold tops. The background is a dark, urban street scene with buildings and a cloudy sky. The text "If I could star in my own TV show, it would be about..." is overlaid on the bottom left of the image.

**If I could star in my
own TV show, it
would be about...**

**If I were to
make a
homemade
gift, it would
involve...**



I only tried it once or twice, but I really enjoyed...



The closest I come to a runner's high is when I'm...

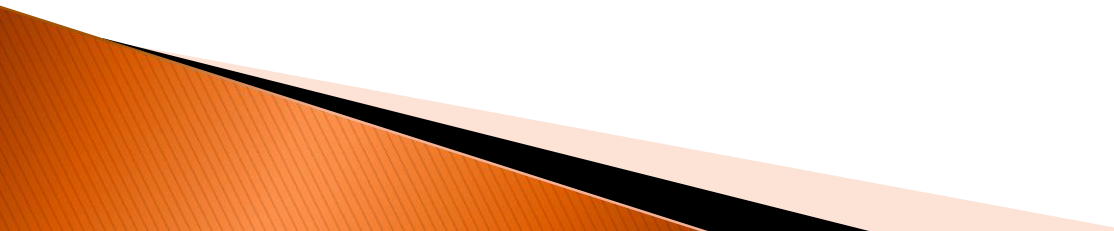


Find Your Top 5

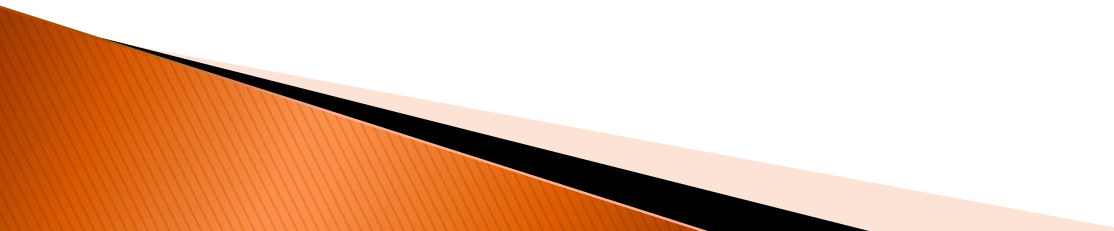
- ❑ Compare answers two at a time
- ❑ Close your eyes
- ❑ Imagine your life with/without
- ❑ Fantasize with a friend



Your Assignment

1. Assess your current branding. Pick ONE of the Three areas (How you express you, Who You Collaborate With, How You Serve Your People) to improve and clarify.
 2. Identify what you need to make that happen. (Outline the steps)
 3. Take action and report to the group.
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The Prize

1. Post your answers to the forum no later than NOON Friday, April 24th (PST).
 2. **Each person who meets the deadline is entered to win: ONE FREE in-depth review of your branding.**
 3. **For each 3 people you provide feedback to (before we meet on Monday) you'll receive an additional entry.**
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