

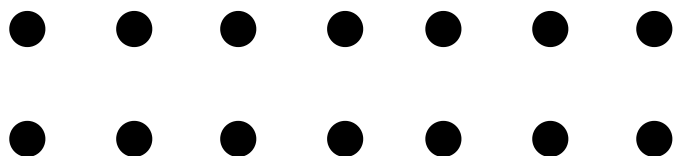
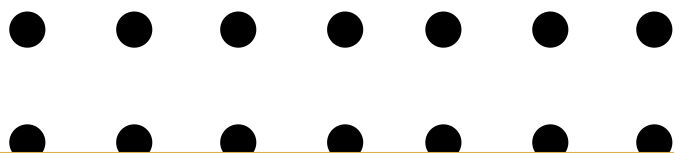
CREATIVES' BLUEPRINT



MODULE 2

BRAND

WITH KATHRYN PRICE



Your brand is way more than your logo.

It portrays who you want to be, how you want to be, and what you promise to your customers.

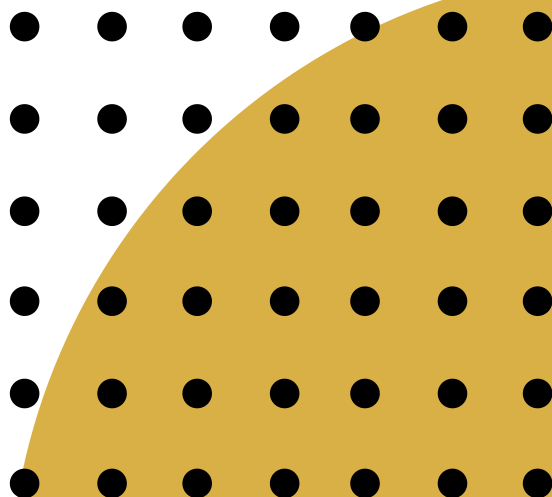
In this module, through a series of questions and exercises, we will establish your brand. Then we will look at what you need in terms of logos, design, colour and style to bring your brand to life.

Remember, your brand is unique to you. It is unlike any other brand in the world.

This is exciting!

Have fun,

Kathryn



WHAT IS A BRAND?

Your brand is who you are and how you want to be perceived. Your brand needs to be a true reflection of you, what you are offering and how. It's about three different, and equally important aspects:

YOUR STORY

Who
When
Where
What
Why

YOUR NICHE

Customers
Needs
Value
Positioning

YOUR IMAGE

Values
Personality
Logo
Tagline
Customer Service

If you look at Nike for example, their brand is about way more than the logo on the shoes you buy. It is the way their stores are laid out, their product names, high quality materials and innovation.

Nike

For athletes in need of high-quality, fashionable athletic wear, Nike provides customers with top-performing sports apparel and shoes made of the highest quality materials. Its products are the most advanced in the athletic apparel industry because of Nike's commitment to innovation and investment in the latest technologies.



YOUR STORY

Before starting this section, take the time to watch this TED Talk by Simon Sinek. Simply copy and paste this URL into your browser
[ted.com/talks/simon_sinek_how_great_leaders_inspire_action](https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action)

The Golden Circle

WHAT

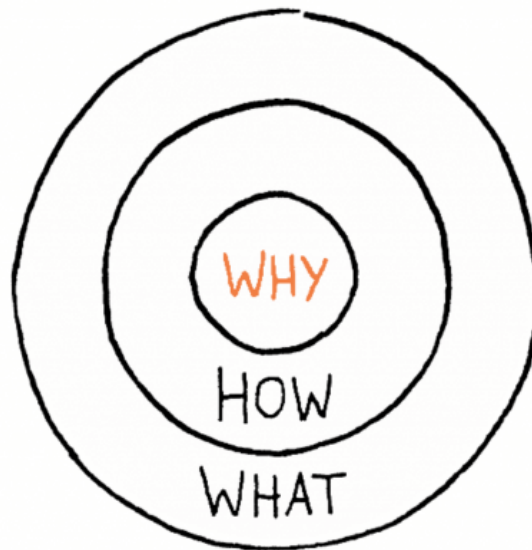
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



Credit: *SmartInsights*

Why does your business exist?

Think about why you get out of bed every day, and why do you do what you do.



YOUR STORY

What is your story?

Telling your story is a powerful way to communicate with your customers, and your prospects.

In my company Upcycled & Co. my story is this: When I first learned how to paint furniture I was nervous, and thought I'd never be able to paint anything good enough to put in our home. Discovering just how easy it was, was so unexpected that I immediately wanted to share this with others.

Write your story here.



YOUR STORY

What problems do you help your customers solve?

As a business owner we are often focused on our products and services, and on marketing them. But being equally as client-centred means we can see things from their perspective which enables us to provide even more value. We could be missing a vital link.

Make a list of the problems your customers have that you help solve.

**A STRONG BRAND IS CONSISTENT,
CLEAR & COMPELLING.**



YOUR STORY

What brands do you look up to?

Identifying and following brands that inspire you give you a good indication of your own values, and they are tremendously helpful in build your business brand. You must never copy other brands, but you can certainly use them as inspiration for creating your own ideas about how you might do things.

Make a list of your favourite brands here. For each, make a note of what it is about that brand that you like or are drawn to.

What 5 characteristics would you (or anyone else) use to describe your brand? If you're looking at starting a business, how would you like your brand to be described? What is important to you?

Then, ask yourself, is this how I want my brand to be?



YOUR STORY

What is your brand voice?

This defines how you communicate with your audience online, your customers, your suppliers, your employees - everyone! Take a moment to think about this - you might want your tone to be serious, lighthearted, warm and friendly, authoritative or something in between.

Make a note of your brand voice here.



YOUR NICHE

Getting clear about who our customers are and what their needs are helps us to serve them better.

1. Who are your customers? Think about specifics here - age, demographic, income, where they live, what they do in their spare time, what magazines they read and so on.

2. What do your customers need?

3. How do you meet their needs and what value do you offer?

4. Who are your competitors?

5. What is different about your offering?



YOUR NICHE

A positioning statement is a brief description of a product or service and target market, and how the product or service fills a particular need of that market compared to other businesses. This is a tool for you to align your marketing efforts with your brand.

Abby's Meals offer organic healthy fast foods for busy people who want healthy foods but need fast meals. Unlike most fast foods offering, we offer fresh local ingredients, organic, grilled not fried, with a lot of vegetables and vegetarian options, and free-range meats.

Now, write your own positioning statement:

_____ offers
(your business name)

(your products and/or services)

(your products and/or services)

for _____ who want
(type of people)

(specific need)

unlike most _____ we offer _____
(business type)

(what you offer that's different)



YOUR IMAGE

We have looked at defining your brand, your story and your niche, now we are going to look at your image. Your business image is everything your customers see including your:

Online presence
Products
Personal presentation
Collateral
Language
Service

Your image brings together your values, personality, logo, tagline and service you provide to your customers.

Values

In your pre-work module you identified your **three** top values. Being mindful of these will help you as you develop or evaluate your brand.

1. _____
2. _____
3. _____

Personality

As discussed, your brand voice is important. Bringing your own personality into your brand is what sets you apart from your competitors.

Make a list below of the words that come to mind when you think about how you want your brand personality to be.



YOUR IMAGE

Choosing a Business Name

With your business name you need to be sure it is specific and describes what you actually do; unless of course you are building a personal brand. In that case, you can add descriptors to your business name - e.g. Kathryn Price Creative Business Coach.

Think about how your business name looks as a brand, and how it sounds. Choose a name and is catchy and that people will easily remember.

For example, with my business Upcycled & Co. I use the '&' when it is written because this looks more appealing and is more conventional - Upcycled and Co. wouldn't look the same. Then, because of the way social media page name URLs work, the word 'and' is used - facebook.com/upcycledandco and instagram.com/upcycledandco.

Remember we talked about consistency with your brand? You need to always make sure you use your business name in a consistent fashion - e.g. my husband's business SmartCAMPER is always written this way because writing the business name is his brand. If it's written Smartcamper or Smart Camper, and then SmartCAMPER at other times, it becomes confusing for the audience because they cannot be sure this is the same brand.

Some further reading on choosing a business name:
<https://www.entrepreneur.com/article/223401>

Your Business Name

You may wish to review your business name (or not).

(Current business name)

(New business name)



YOUR IMAGE

Creating a Logo

Having a fancy logo designed by a professional might be nice, however it is definitely not necessary in the beginning. There are plenty of ways you can create your own logo to begin with.

Here are some ideas:

1. A friend may do it in exchange for something.
2. Check out www.fiverr.com.
3. Using www.canva.com is a great way to create your own.
4. Use a fancy font only to start with.
5. Engage a graphic design student.
6. Choose a free logo creating site.

Further reading and information on creating a logo.

How to Create Your Own Logo

<https://www.youtube.com/watch?v=fHsc2y-lVSU>

The 7 Dos and Don'ts of Logo Design

<https://www.deluxe.com/sbrc/logo/the-7-dos-and-donts-of-logo-design>

Colours

Be sure to check your colour scheme actually works. Using a template in [canva.com](https://www.canva.com) is a sure fire way to help with this. You can also use the colour wheel to check which colours work well together - just Google it!

Once you have your colours sorted out, make sure you use your correct colours each time you create anything for your business brand. In Canva you will see that the colours have a number that looks something like this #4caac9. These are called HEX colour codes which are shorthand for the RGB (red, blue, green) expansion version of each colour. RGB values are usually given in the 0-255 range if they are in the 0-1; the values are multiplied by 255 before conversion.

Make a note of your brand colours so you can use them in other applications _____.



YOUR IMAGE

Tag Line

A tagline is a short piece of text that clarifies or backs up your brand. It is designed to have a dramatic effect, to reinforce. The idea behind this is to create a memorable phrase that strengthen's your customer's experience of your brand. Remember, do your own research, Google is it!

Upcycled & Co.

Make your home beautiful.

Kathryn Price Creative Business Coach

Build your creative business.

SmartCAMPER

The smartest way to enjoy the outdoors.

Your Tag Line

Brainstorm below your ideas for words you'd like to use in your tagline.

Now try writing some tag lines for your business.



YOUR IMAGE

Customer Service

The customer service you deliver is absolutely imperative to the success of your business. All too often businesses fall by the wayside because they just do not get this.

Now, I'm not saying that you permanently sacrifice your life or personal time for your business, but you may have to for a while when you're starting out. When I started out, I used to answer messages and emails from customers at any time of the day and night. And, I always got positive responses by doing so. However, as my business grew, I was getting busier and busier, so I had to put some boundaries in place, and now I only answer emails and messages during business hours.

Without customers, you have no business. End of. Remember this and act accordingly.

Case Study

Nearly two years ago I was looking for a new massage therapist. I wanted someone close to home so I didn't have to drive over the other side of town (from where we live that makes it a half day round trip including the appointment).

Using Google, I found a woman just 12 minutes away which was perfect. I phoned, made the appointment and off I went a week later.

Her rooms were bright, clean and fresh, her manner professional yet friendly, and her technique and knowledge exceptional. But what came next was the clincher for me. Her marketing and customer service were spot on.

At the end of my first massage, in addition to my water, she offered me a small bag of bath salts (enough for one bath), a voucher for \$10 off my next massage, and a voucher for my 5th massage at half price, then she informed me that my 10th one would be free. Now *that*, is service!

I was so impressed I have been going ever since.



YOUR IMAGE

What are some of your most memorable customer service experiences?

List one or two and note down why.

What do your customers in your industry expect?

Think about what your competitors and companies you look up to do.

What can you do in your business to up your customer service game? If

you've not started your business yet, what will you do? Think about how you can go the extra mile to win your customers over. Make a list below.



INSIGHTS

What insights have you gained from completing this module?



SUMMARY

In this module we have talked about many things:

1. We have looked at **your story** - the who, what, when, where, and why of you and your business.
2. Next we spent some time thinking about **your niche** - who your customers are, their needs, the value you offer, and the positioning of your business.
3. Lastly, we studied your values, brand personality, logo, tagline and customer service.

Keeping your story, in particular, your **why** top of mind will help you when things might not be going so smoothly. With a strong why, you will be able to get out of bed in the morning and face another day.

Being mindful of the specific **value** you bring to your customers will set you apart from others.

Providing exceptional **customer service** and going the extra mile is what will get people talking about you and your business, and one of the best ways to get repeat business, is by word of mouth.

