

# BRAND

## YOUR AWESOME!

How do you build a brand that attracts amazing clients and turns them into loyal fans?

(Let's start with the basics)

1

## What is a Brand?

MORE THAN A LOGO

MORE THAN A WEBSITE

MORE THAN A TAGLINE

MORE THAN A PERSON

YOUR BRAND IS THE OVERALL PERCEPTION OF YOUR BUSINESS

2

## What does it do?

- It communicates your value to your target prospects and clients when you're not there.
- The right brand will allow you to stand out in the marketplace, attract more of the right clients and sell your programs at higher prices.
- The wrong brand has the potential to work against you by hurting your credibility, turning off your ideal clients and can keep you from getting your business off the ground.

3

## Your Brand is made up of 3 things



**YOUR PERSONALITY**

(Your voice, your style, your quirks)

**YOUR POSITION**

(Who you serve, what you do, why you're different)

**YOUR VISUAL BRAND**

(Your website, your headshot, logo, colors, fonts etc.)

4

When done right your brand will attract prospects that resonate with you on a personal level and establish you as the obvious choice. In short with an awesome brand your programs will be easier to sell and at higher prices.



**This is where most people stop when they go about creating their brand and that's a big mistake.**



**With your brand,**

you have the opportunity to create a unique EXPERIENCE which is even more powerful than just a perception because it engages your audience on a deep level.

5

## Every touchpoint must exude your Brand



**YOUR COMMUNICATION**

From website copy to email campaigns how you communicate can create an experience and deep bond with prospects and clients

1



**YOUR OFFERINGS**

Must always ring true to your core message and create a unique experience for clients that makes them want more of your awesome

2

**YOUR MARKETING**

How you go about your marketing and what you're saying goes a long way to engaging the right people with your brand.

3



6



## What is the end Result?

**YOU GET TO DO MORE OF WHAT YOU LOVE, WHILE SERVING PEOPLE THAT LOVE YOU.**

Your clients will keep coming back for everything you offer, and bring their friends.