



3 SIMPLE STEPS

TO DEFINING YOUR BRAND

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WHAT IS A BRAND?

I love talking and writing about branding because it's part of your business's origin story. As you define your brand you'll develop your target client, pricing, advertising and marketing channels, logo, tagline, colors ... I could keep on. So although the exercise on the following pages is just a fraction of brand development, it's a great way to get started.

So let's get started!

YOUR BRAND IS YOUR PROMISE TO YOUR CLIENT/CUSTOMER.

It tells them what they can expect from your products and services, and it differentiates your offerings from your competitors'. Your brand is derived from who you are, how you want to be perceived, and how people perceive you.

Examples of brands we see everyday



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THOUGHTS ON BRANDING

A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another.

— Seth Godin, Marketing guru, author, entrepreneur

The Oracle logo consists of the word "ORACLE" in white, uppercase, sans-serif font, centered within a solid red rectangular background.

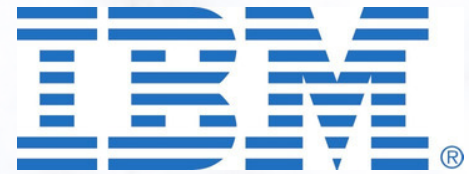
I like to say it's an attitude of not just thinking outside the box, but not even seeing the box.

Safra A. Catz, Chief Executive Officer, Oracle

The Amazon logo features the word "amazon" in a bold, lowercase, black sans-serif font. Below the text is a curved orange arrow that starts under the 'a' and points towards the 'n'.

A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.

Jeff Bezos, Chairman, CEO, and President of Amazon

The IBM logo is the classic eight horizontal blue stripes of varying thickness, with a registered trademark symbol (®) to the right.

You define yourself by either what your clients want or what you believe they'll need for the future. So: Define yourself by your client, not your competitor.

Ginni Rometty, Chief Executive Officer, IBM

The Walt Disney World logo features a stylized blue castle with red roofs and flags, set against a white background. Below the castle is the text "WALT DISNEY World" in a blue, cursive script font, followed by a registered trademark symbol (®). Underneath the script is the tagline "Where dreams come true" in a smaller, blue, italicized serif font.

A Brand is a living entity, and it is enriched or undermined cumulatively over time, the product of a thousand small gestures.

Michael Eisner, former Chairman and Chief Executive Officer, The Walt Disney Company

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HOW DO YOU DEVELOP YOUR BRAND?

"I have learned that as long as I hold fast to my beliefs and values, and follow my own moral compass, then the only expectations I need to live up to are my own."

— Michelle Obama, former First Lady of the United States, bestselling author

You're consistently conveying your brand every single day, in dozens of actions and hundreds of ways.



This promise you're making to your clients and potential clients lies at the **HEART** of *why* you do *what* you do. Think about the heart or actually, the heart beat. It's constant, it's not overt. It's not loud. It's more felt than heard, but it's understood. You're not walking around verbally saying, "My brand is..." If you're consistent with your message, the words and phrases you use, your interaction with your client, customer service, pricing, partnerships and more, it will be known.

So branding is more about what induces you to "feel" and "believe" a certain way about a business.



I put it this way: if you're in a coffee shop and you overheard a client talking about you, your company, services, or product, what would you want them to say? What key words would you want them to use when describing your business? What feeling do you want to invoke in them? That's **the nature of your brand.**

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5-3-1 BRANDING EXERCISE

Your brand is where your business lives and thrives. Your company's foundation will be built on it. The results from this brand development exercise will help you stay focused as you create, define or refine your mission statement, marketing messages, tagline, ads, website content ...**everything!**

Note: If you have a business partner, you should do this exercise separately and then discuss afterwards. Discuss where you differ on your brand words, where you both agree, and why you both feel that way. This is the process of brand development.

STEP 1

Select 5 words that best describe what you want your customer to experience when interacting with your business.

#1 _____

#2 _____

#3 _____

#4 _____

#5 _____

Build a lifestyle around your brand, and the audience will follow.

— Eva Chen, co-founder and CEO of Trend Micro

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5-3-1 BRANDING EXERCISE

STEP 2

From those 5 words, **choose the top 3** that will be most meaningful to your customers.

#1 _____

#2 _____

#3 _____

STEP 3

From those 3 words **choose the #1 word** that resonates the most. This word will be the foundation on which your business is built. The #1 word is your guide as you develop your brand, advertising and marketing channels, target audience, pricing and more. You will also include the other key words as you develop your brand.

#1 _____

A brand is a voice and a product is a souvenir.
— Lisa Gansky, American entrepreneur and author.

5-3-1 BRANDING EXERCISE

As you look at your #1 word as well as the other five words you wrote down when you started this process, ask yourself, ***"Does the business I've created reflect any of these descriptions? Is this how my clients describe my brand, company and product now? Is my #1 word reflected in how I do business?"***

For example, if you're #1 word is "Customer Service" (think of Zappos, which is known for having superlative customer service), then your business should have an 800-number, an easy-to-access website, a generous return policy, a human customer service rep who is empowered to make decisions that benefit the client — and that's just to start. Zappos' tagline is "Delivering Happiness." They're not just talking about the footwear and accessories they sell. They deliver happiness by letting a customer service rep stay on the phone with you for hours — literally hours — as long as that's what you need to feel satisfied.



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WHAT DOES YOUR BRAND "SAY"?

EVERY BUSINESS IS A BRAND, even if you've been in business for just 3 days.

People create immediate perceptions of your company through meeting you, your messaging, staff, customer service, logo, website, even your business cards — and within just a few seconds. Your brand communicates to your clients what they can expect from your product and services before they walk in your door, take out a credit card, or call to schedule an appointment. **REMEMBER: Everything in business begins from the top down. If you have integrity, so will your business. YOU are the first brick in the foundation of your company's brand.**

It takes sweat equity to make sure that you are protecting your brand the way you would, the way you protect your name. You must think about who you partner with, the vendors you select, how you interact with them, your staff, the materials you use and more. These and all of the other elements I've mentioned previously go into keeping your promise.

There's a quote that many of us heard when we were growing up: "Don't let anyone try to tell you who you are. Define yourself." For businesses that means define your brand, or others will do it for you — and they will get it wrong.

Here's the best thing about branding: once you do the work upfront and with integrity, the rest falls into place. The upfront work takes time but the efforts are extremely important. I promise that if you do this work, you'll see the difference in your customers, your awareness and most of all your revenue.

What stories are YOU telling about your brand?

Every great brand is like a great story.
— Kevin Plank, CEO of Under Armour

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DO YOU WANT MORE CLARITY IN YOUR BUSINESS?

I work with my clients on the tactical part of their businesses, such as branding, strategic growth, messaging, target client, digital persona, untapped revenue streams and more, as well as working to uncover limiting beliefs, challenging the "Imposter Syndrome," and developing a resilient business mindset.



Let's talk! I can help you ease the overwhelm and uncertainty in your business and provide clarity, success and freedom to create the business and life you're envisioning.

During this call we will:

- 1 Clearly envision your business and your life.
- 2 Identify challenges that are hindering or stopping you from moving forward.
- 3 Develop strategies that will help you create a path to success with ease.

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MY MISSION IS to bring proactive business owners strategies that increase their impact, reach and prosperity. With an approach that relies on experience, innovation, instinct and business acumen, clients receive direct access to intelligence, trouble-shooting, brainstorming and masterminding to grow their business successfully over the long-term.

Specializing in strategic marketing and branding, Alex provides her clients with strategies that help them become more "visible." One way she does this is by asking hard questions that uncover negative and inhibiting business blocks. This helps entrepreneurs get out of their own way so they can see a clearer path to prosperity. For larger businesses, she helps executives bring innovation, alternate perspectives and fresh ideas to the forefront of their organizations.

Alex thinks creatively and provides insight and accountability for businesses — from idea and launch through growth and expansion. She focuses on identifying and developing brands, discovering untapped revenue streams, creating customer service acquisition and retention strategies and more.

Alex has been a successful strategic marketer, branding expert, sales consultant and public relations professional for more than 20 years, working with Fortune 500 companies, non-profit organizations and regional start-ups.

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