



HOW TO CREATE A BRAND PEOPLE LOVE, SHARE AND SUPPORT



MONIQUE MAYERS



Your brand is not only your name or your logo. It is how you use colours, words and images to consistently communicate your promise to anyone who interacts with you.

WHAT MAKES A GOOD BRAND?

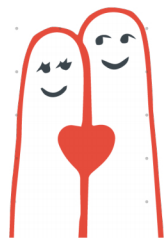
A good brand conveys a promise that your customer connects with and trusts. Sometimes brands can be clearly identified (strong visual branding) but this is not always the case. Some brands you can't put your finger on what makes you choose them but you feel a connection (strong emotional branding).

In this training you'll learn how to make sure your brand communicates visually and emotionally.

YOUR BRAND PERSONALITY

Having a personality is how people connect with you. People do business with people which is why competing businesses attract different customers.

Who are you as a company? What do you believe in? What's your personality? What's it like to work with you? What do you value as a company? The answers to these questions are the main reasons you will win a client over the competition. They are also the essential ingredients of building a successful brand.



Brand Love at first sight

YOUR VISUAL BRAND

Think of the logos of 5 companies that you admire (in any industry).
What do you like about them? What makes you connect with them?

What emotion/ thought do you want to trigger when someone interacts with your brand?
How do you want potential customers to feel/ think?

Click here and examine this colour chart.

What colours best convey your intended brand message? You may choose as many colours as you want but be sure that each one strongly resonates with you. Your brand must be clear and singular. What this means is that while it can offer many things, there must be one single thing that makes people connect. If your brand has too many connection points, your customer will get confused about what you do. Many successful brands have one or two primary colours and then use several secondary colours in other parts of their branding. Eg. Apple's primary colour is grey (aluminium) but they use pink, blue, green and yellow in their products and ads. Coca Cola uses primarily red and white in all of their marketing and branding.

Is there an important object, image, musical genre, icon or person that your customers identify with? E.g If they had a Pinterest board, what would it look like? What colours might be common in their brand. Are they more like Chanel or Betsey Johnson or someone else?

PUTTING THIS ALL TOGETHER

From this exercise you should have selected your main brand colours based on how you want people to feel. You should also know what kinds of images/ patterns you want to include in your brand to build connection. Is there a single image/ pattern that stands out for you? Something that triggers a memory or feeling?

Now its time to share these ideas with a designer to create your visual brand. You have the main ingredients and they can expand on it from there.

TIP - Need some visuals? Head over to Pinterest and start collecting images that you feel inspired by / connected to. Think about how they make you feel and what thoughts they trigger and consider how you'd like to use a similar image to make your audience connect with you. Ask yourself what is it about the images you like - is it the colors, the objects, the expressions on faces... .. share this board with your designer when they are putting together your brand elements.

I'm on pinterest too! Follow me



YOUR EMOTIONAL BRAND

Why does your company exist? Is there a story behind the creation of your company?
Why did you create it the way it is?

What is the single most important thing your company does for its customers? What is the result of using the product/ service that you provide? Focus on the relief that your customers experience when the problem is solved, NOT the process of solving that problem.

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What are your personal values and which ones are most important to your customers?

Describe the characteristics of your brand. If your business was a person, what would they be like? e.g. The Virgin brand is fun loving, casual and loves to tell jokes. They don't take themselves seriously and love to serve their customers.

Now you have a sense of your emotional brand, it's important to convey this throughout the entire experience of doing business with you.

The emotional brand informs the types of images you choose in your ads and on your home page. The way you write your emails and your advertisements and most importantly how your customer feels. When your brand truly connects with its customers people not only will people love your brand, they will tell others about you and loyally support you.

IT'S YOUR TURN TO GO AND BUILD A BRAND THAT PEOPLE LOVE.

If you enjoyed this exercise, please let me know by leaving a comment on my Facebook wall or on the page where you downloaded this worksheet.

Do you know someone who could use this guide?

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