

*Session 5 : Creating a STAND
OUT Brand that set you apart and
attracts your ideal clients*



Welcome!

- ❖ Welcome to Week 5 of Biz Brilliantly!
- ❖ Get ready to focus & learn.
- ❖ Have a pen and paper ready to take notes.



Objective

This weeks Objectives:

1. Learn about branding and why it matters for your business
2. Create your brand vibe and feel
3. Develop more of your brand messaging
4. Choose your brand colors, logo, fonts, website design
5. Define your Brand Values
6. Write your brand story
7. Pick our Brand Archetype
8. Clearly define your brand promise
9. Create your Visual Identity
10. How to create a website
11. Brand Photography



All About Personal Branding

What does it mean to build a personal brand? Why does branding matter?

Why is it important?

What does it mean for your business?

The purpose of your branding is to be memorable, create an impact, and be KNOWN for the ONE thing that makes you unique. A brand is not just the logo, colors, website, but it's a perception. It's the perception people get when they interact with your brand.



All About Personal Branding

“Your brand is what other people say about you when you’re not in the room.”

- Jeff Bezos, CEO & founder of Amazon



All About Personal Branding

I personally believe that you will become obsolete and not front of mind without strong brand story, position and visuals because the internet is always changing and moving so incredibly fast.

People want to personally connect with the companies they purchase from. With the internet and all the information available to consumers this is becoming more and more true.

Especially for coaches, consultants, and other service based entrepreneurs, the company is purchasing from YOU! They are purchasing YOUR story, your expertise, your ability to help them transform. The more YOU that you can be the BETTER off your brand will be.



All About Personal Branding

What's the difference between Marketing and Branding?

Marketing is all about pushing people to come into your business.

Branding is all about pulling in people that line up with your values who then later become brand ambassadors. Branding is your communication style, value and personality. Branding is the expression of your intrinsic value and belief as a company.

Your brand purpose is to influence perception. This will impact the clients and partnerships you attract.

All About Personal Branding

Good Branding does the following:

1. Attracts your ideal client
2. Define your values as a company and through your work
3. Communicate the brand promise, that unique value proposition
4. Delivers your message clearly and concisely
5. Strengthens your authority and sets you up to be a thought leader
6. Connects with your niche emotionally and on a deeper level
7. Inspires and motivates your ideal client to engage and interact with you
8. Builds Brand ambassadors and consumer/customer loyalty



All About Personal Branding

Branding breaks down into these key components:

1. Marketing Messaging - how you communicate
2. Look & Feel - Logo, website, photography, etc.
3. Product aka Brand promise - What are you known for doing?
4. YOU - that's the unique value proposition of any business. It's YOU, so let it shine BRIGHT!

All of this creates your Brand Position and how the market and your ideal clients perceive you.

Remember perception is the name of the game with branding.



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All About Personal Branding

Now let's work on your brand!

Go through the exercises in the workbook to define your brand, your brand values, the look and feel, brand message, your brand archetype, etc.

Remember be as authentic and true to **YOURSELF** as you can be!
That is what good branding is about.

The more **YOU** you add into the brand the more successful it will be.
There is no right and wrong here. There is just you, yourself and you.

There is no hiding here anymore.



You're all set!

I am so excited for you to get cracking on this branding workbook!! There is so much good stuff in there and I know you will have an amazing brand after you are done with the work.

God bless you on your journey.

Reach out to me and the other coaches in group if you're stuck on anything.

Share with us in the group your brand progress! I wanna see you post your brand messages, vision, mood boards, etc.

I am here to support you 150%.

Bring any questions to the Q&A call or tag me in the group.

