Webinar 12 Handout:

STEP 2 TO BUILD YOUR BRAND

Step 2: Establish Your Brand

After you've established your expertise, developed a mission statement, reflected on your internal values, and determined your target audience, you are ready to develop your brand.

Your brand is everything. It's your identity. It's how you sound and how you look. It's how people will think of you and what they'll tell others about you. Think of it like this: if people only had three seconds to decide if you inspire them or not, what would you convey in those three seconds, visually and verbally?

Your brand MUST reflect exactly who you are and what you stand for, and it must be attractive to whoever it is you're trying to attract. It's not just the name--it's the colors and fonts, slogans and taglines, do's and don'ts, and everything used to identify who you and your company are. You could be the BEST nutritionist or trainer on the planet, but if you don't have a strong brand, you'll never be able to build the business you envision for yourself.

Your brand will tell a story, and that story is what will capture your audience. What is it about YOU or YOUR product that will resonate with people so that they choose YOU as their expert? And how will you convey this to them, and connect with them?

Your brand may change over time and that's okay. Many strong brands (including Nutritious Life!) didn't start out the way you see them today. Take some time to reflect on who you are, what you believe in, what you want people to know about you, and what exactly you are trying to accomplish. These elements will help you establish a meaningful, impactful, relatable brand.

Okay, are you ready to brainstorm? There are SO many factors to consider when starting to develop your brand (or when considering rebranding if you've been at this for awhile). Don't be intimidated by this list or be afraid of any "wrong" answers--there's no such thing here! On the next few pages, think about where you are and where you want to go, and write down what you think, feel and believe in.

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What's the state of your business today?

What are your business goals?

What will it take to get there?

What drives you?

What are your obstacles?

What is your brand's larger purpose or cause? What meaningful difference are you trying to make in the world?

What makes your brand different from others?

What does your brand do better than anyone else?

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Where does your brand or organization come up short?

Whom do you compete with for customers or clients?

Which competitors do you respect the most? Who are your professional role models?

What other organizations or brands do you admire?

What other organizations or brands do you like/identify with, strictly from a visual and design perspective?

What other organizations or brands do you dislike, strictly from a visual and design perspective?

Who are your customers, and what are they like?

What do your customers want from you?

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What needs or wants do your customers have in common?

Who's your perfect 'poster child' customer?

What fundamental beliefs do you share with your most loyal customers?

How would you describe your work to someone who didn't know anything about it?

What are the most important benefits that your products and/or services provide?

Is there anything unique about your structure, process or delivery?

What do your customers like best about you?

What do your customers like least about you?

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How do you want customer behavior to change?

What is the most meaningful role you play in your customers' lives?

What do you think of when you hear your brand's name?

What can you say about the personality and tone of your brand?

What is your brand's strongest personality trait?

What images come to mind when you think of your brand?

What words come to mind when you think of your brand?

What kind of humor is your brand?

If your brand had a free afternoon, what would it do?

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Is your brand more cutting edge or more traditional?

What do you envision for your logo, color palette, fonts, website design, content, etc.?

How would you define success for your brand?

Write down 5 possible names of your brand

Write down 5 possible taglines for your brand

What domain name do you want for your website and is it available?

What social media handles do you want for your brand, and are they available?

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