



# 101 WAYS

To build a powerful brand



## **Congratulations.**

You're well on your way to building a powerful brand.

Whether you are just starting out, already have an established brand or are merely looking for some fresh sparkle and shine, you'll find the tools and strategies you need within these pages.

Even if you choose to implement only a handful of these tools, they will make a noticeable difference in your business.

After 20+ years of working in marketing, branding and public relations, I have seen what it takes behind-the-scenes to build a powerful brand – and it's an **inside AND outside** job.

In other words, before you create the logo, the packaging or the website, you need to have razor sharp clarity about who you are, what you stand for and WHY you do what you do. It's imperative that you understand the challenges and aspirations of your target market in order to engage with them effectively and make an emotional connection.

**You must know how you want to be perceived and what type of experience you want to create for your clients. THIS is how raving fans are built.**

We help our clients connect to their purpose and passion so they are able to communicate their message in a clear, compelling way. We are then able to create a more effective brand experience and marketing plan. Ultimately, this helps them build thriving communities and sell more of their products and services.

You will find many of the same strategies and concepts we use with our clients in this e-book. If you're ready to create more buzz for your product or service, get your message out there in a bigger way, generate publicity and build a powerful brand, then let's get started.

Fondly,

*Liz Dennery Sanders*

# Here are more than 101 Ways to Build A Powerful Brand.

121 ways to be exact.

Some of them may resonate with you, while others may not.

Before you begin, I highly recommend that you read through the entire list once and then go back and highlight the ones that speak to you.

You may not like or agree with all of them, but don't throw the baby out with the bathwater.

## **Just start.**

Pick at least five to implement THIS WEEK. Once you have completed those five, then move on to the next five and so on.

In a very short period of time you will have strengthened your brand on many levels. Everything you do and say, what you send to your clients, how you interact – it's all messaging that you are putting out there about you and your brand.

These tips are broken down into the following categories to make it easiest to read through them:

- **Authentic Brilliance** – this is the inside part, the “internal” factors that need to be uncovered to feature your originality and uniqueness
- **Visual Branding** – your “external” brand opportunities or brand “touchpoints”
- **Positioning** – influence perception of your brand
- **Client Appreciation** – build your brand cheerleaders
- **Networking** – connect and build your tribe
- **Social Media** – connect, engage, entertain and inspire
- **Referral Systems** – generate more leads
- **Research & Development**
- **Public Relations** – build your buzz and get media attention
- **Long Term Vision**

Please keep in mind that quite a few of these tips could be listed in multiple categories, but for the sake of organization and ease, we selected just one category for each tip.

Let's build your brilliant brand.

# Authentic Brilliance

- List out your “Descriptors” – the three to five words that BEST describe you. Ask friends, family and co-workers how they would describe you, then YOU choose how you want to be perceived and narrow it down to just three to five attributes. Keep memory triggers everywhere – on your mirror, computer, in your wallet etc. as a constant reminder. BE your Descriptors.
- Know what your top five values are.
- Know your top five strengths (Take the Strengthsfinder 2.0 test at [www.strengthsfinder.com](http://www.strengthsfinder.com) and pick up a copy of Marcus Buckingham’s great book, “Now, Discover Your Strengths” which includes a free online strengths assessment).
- When you are asked about what you do, focus on the benefits and results, not the features. Most people don’t want to know WHAT you do, they want to know WHY you do it, and HOW you are going to help them. Focus on the results they can achieve by working with you. Get specific – always have a couple of good client results’ stories in your back pocket ready to go.
- Understand what sets you apart from others in your industry – sometimes referred to as your Unique Selling Proposition (USP). Be able to clearly communicate what makes you different.
- Get intimate with your WHY. As yourself, “Why do I do what I do, why is it important and why should others care?”
- Understand that branding is about having a strong influence over how you are perceived. Continually ask yourself, “Am I being perceived the way I want to be?”
- Clearly define your expertise niche. What is it that you know/do better than anyone else?
- Always remember, emotionally, people are buying YOU as well as your product or service. YOU are the brand.

- Always keep in mind that your target market wants the specific END RESULT you offer in your business. They want the “achievement”. Make sure that you can eloquently communicate this – both in person and in writing.
- People will buy from you because they know, like and trust you. Focus on the RELATIONSHIP first and foremost and the business will follow.
- Especially for those in the service business, people are often buying your personality and the lifestyle you represent. You must own your power and your authentic message. Give us a peek behind the curtain, be transparent and generously share your personality across your platforms.
- A brand is built through the total experience that it offers – everything from your communications and logos to customer service and the quality of your products. Your brand is the intangible perception that exists in the mind of the consumer. ALWAYS ask yourself, what is my client experiencing? How can I do a better job of creating a total brand experience for her?

## Visual Branding

- Remember that your business card is much more than just a 2x3 piece of paper with your contact information. Leverage this prime real estate as an opportunity to direct people to your website, use a tagline, ask questions, introduce a special offer and more. Don't be afraid to think outside the box.
- Use the back of your business card for your brand message – or offer something of value that directs people back to your website.
- Use your website as much more than just an online brochure – use it as an opportunity to engage and give people a taste of your products and services. Offer a free special report, great content, resources, etc.
- Use your email signature for your brand message and link to your website, recent press, blog posts and/or social media platforms.

- Make sure that your visual branding is consistent – your business card, website and other marketing materials should be aligned in color, typography and overall look.
- Select a signature color and use this whenever/wherever possible – tissue paper, note cards, labels, pens, gift boxes etc.
- Don't forget that how you look and present yourself is a part of your visual branding. Make sure that your personal presentation is aligned with tangibles like your website, business card and other marketing materials
- Choose a signature accessory and wear it often – it could be a scarf, stacked bracelets, stiletto's etc.
- Do you have a signature icon or brand mark? These serve as memory triggers in the mind of the consumer. Nike, Apple, BMW and Target have them, and you should too.
- If you are an entrepreneur or service professional, purchase the url (domain) for your full name (you may have to play with this a little bit using a middle name or initial if your name is already taken) and point it to your business website if you're not using your name already.
- Create a Frequently Asked Questions (FAQ) sheet you can send to potential clients, include in your press kit and put up on your website. This can potentially save you HOURS of time responding to the same questions over and over again.
- Work with a professional graphic designer on your logo and all of your marketing collateral materials
- Make sure that your logo and messaging is consistent throughout your visual materials (letterhead, business cards, brochures, website, social media platforms, DVD's, one sheeters, press releases, etc.)
- Register any creative domain names you think of that you may use at some point in your business. Better to be safe than sorry.

# Positioning

- Create helpful content that positions you as an authority in your industry – a great way to do this is through a newsletter and/or blog – the key is to post and/or email consistently.
- Create a “signature” talk – a specific topic that you are an expert of and can give valuable information in a one hour presentation. Offer to give your signature talk for business groups, Chamber of Commerce, non-profits and associations that are aligned with your target market.
- Have a list of signature talk topics ready to go out at a moment’s notice. If you are a speaker, make sure you have information about your signature talk on your website, blog, newsletter and even the back of your business cards.
- Resist the urge to work with anyone and everyone. When you try to be everything to everyone you will have a hard time differentiating yourself from others in your industry. You will also be flat out exhausted. All the time.
- Create the “wow factor” in your business. What are you currently doing with/for your clients that sets you apart? Read Seth Godin’s excellent book, “Purple Cow” for more information about how to differentiate yourself and stand out in a sea of sameness.
- Ask compelling questions based on your target market’s struggles and challenges.
- Write articles pertaining to your area of expertise and submit them to article submission sites or offer to contribute to other blogs.
- Post comments on industry blogs and include a link back to your website/blog if appropriate.
- Create information products and/or write a book.
- Get as much continuing education as possible in your area of expertise. Attend seminars, workshops and group coaching programs. Your level of expertise is always a journey, not a final destination – there is ALWAYS something new and exciting to be learned.



- Use your email signature as a branding opportunity.
- Use your outgoing voice mail as a branding opportunity.
- Offer to write a column for an association's newsletter, a non-profit or your local newspaper.
- Donate a portion of your sales/profits to a charity that resonates with you. Include a link on your website to the charity's homepage.
- Create "one-sheeters" for everything – about you, your company, your services, your signature talk topics, your products etc. A one-sheet is concise, easy-to-digest information that fits on a single page.
- Find a good Search Engine Optimization (SEO) expert to optimize traffic to your website or use a good SEO plug-in like Wordpress SEO by Yoast for your website/blog.
- Post regularly to your blog – a minimum of once or twice a week – the key is to be consistent.
- Create a testimonials document that consists of 10-20 of your best testimonials, and send to all potential clients and anyone who inquires about your services.
- Write testimonials for high traffic websites such as amazon.com and yelp.com. These sites get a ton of traffic and will boost your visibility.

## Client Appreciation

- Stay in touch with your current, past and prospective clients with cards – birthday, holiday, anniversary etc. Pick a special occasion that you love to celebrate (mine is Valentine's Day) and send a custom card to your list/database.

- Under-promise and over-deliver. In other words, add value when it's least expected to set you apart from the rest. Get creative with what "client extras" you can include in your business such as: special notes, gifts, surprise lunch, movie tickets, great new business book, articles, jokes etc.
- Write hand-written thank you notes each week. You can always find someone to thank and be grateful for.
- Be willing to WOW and SURPRISE the members of your cheering squad. Don't underestimate the power of a small gift such as a great new business book, a box of chocolates, a gift certificate for a massage or a delicious lunch delivered right to their office.
- Refer business to your clients. Nothing will build more loyalty.
- Reward people for sending referrals. I am a big fan of sending gift cards with a thank you note – Starbucks, Container Store, Barnes & Noble, AMC Theatres etc.
- Make a donation in the name of a client to their favorite charity (or yours!)

## Networking

- Never eat lunch alone – use social time for connecting. (hat tip Keith Ferrazzi).
- Dig a well before you're thirsty – build relationships and give before you have to make an ask. (hat tip Harvey Mckay).
- Join a group – networking, philanthropic, cultural etc. Find one that resonates with you and attend meetings and events.
- Be prepared. Before you head to an event do a little research before you go. If you know of some of the people who might be there you may have an opportunity to discuss their business and intelligent, thoughtful questions are always appreciated.

- Offer to serve on boards, get involved in your community and be visible.
- Be a connector – always look to bring other people together. Make introductions whenever you feel two people should know each other.
- Host a party for your friends and clients – be a gracious and welcoming host that connects others easily and effortlessly.
- Select two or three groups that specifically attract your target market and attend their events consistently each month.
- Find a way to be highly visible during these events such as taking on a leadership or volunteer role.
- Listen more than you talk. It's a proven fact that the person you are connecting with will find you absolutely fascinating if you are an excellent listener. A good rule of thumb is to listen for 80% of the conversation and talk no more than 20%. Listen attentively, be full present and make eye contact.
- When you do talk, ask open-ended, empowering questions like, "Who do you know here tonight?," "What other events have you attended recently?," and "Tell me a little bit about your work." All of these get the other person talking and open the door to a deeper, more meaningful conversation. You will also be helping the other person to feel more comfortable.
- Schedule time within 24 hours after each event or meeting to follow-up with contacts and send appropriate materials when prompted to do so. Did someone ask you for specific information? Did you promise another person the name and address of a new restaurant or the number for your great massage therapist? People will remember you and appreciate your promptness.
- Research trade shows and conferences in your industry and make a point to attend and/or exhibit when appropriate.
- Attend local chapter meetings for your professional trade association. It's a great way to meet others in your profession and find out how they are marketing their businesses successfully.
- Attend workshops and seminars. You will probably find yourself surrounded by like-minded people, some of whom may be interested in your products and/or services.

# Social Media

- Pick one social media platform if you're just getting started. So many people make the mistake of jumping in to too many platforms at once, only to abandon them after a few weeks. There's nothing worse than landing on a brand's Facebook page or Twitter stream, only to realize that no one's been home for ages. Commit to one platform for 90 days before adding another one.
- Give your new hub some bells and whistles. Your social media platforms are an extension of your brand and should be treated as such. Use a consistent avatar (your picture or logo) and customize your background. Create a compelling and interesting bio and use the features for each medium to your advantage. Whether you're using Facebook, Twitter, Google+, Instagram, LinkedIn or another platform, you can find plenty of information in the Help area of each to guide you in the set-up process.
- Don't connect Twitter and Facebook (this is one of my biggest pet peeves!) These are two different social media platforms with two different languages. Your Facebook timeline will look ridiculous with a one-sided conversation and all those @ and # signs.
- Create your content categories. What do you want to be known for? What topics are most important to you? What does your target audience want to know? These are important questions to ask yourself when coming up with ideas for posting on your social media platforms.
- Know your audience. In order to effectively engage, you've got to understand who you want to engage with. Who are the people who buy your products and services? What are their hopes and aspirations? What do they struggle with? If you're not sure, ask them! As questions on your social media channels, send a survey to your list, call up your last 10 clients and interview them. Get to know your community so you can serve them well.
- Start engaging. It can be particularly daunting at first to come up with your own content. If you're not sure what to say, then don't force it. At first, just respond to, engage with and shine a light on others. Comment on others' status updates on Facebook. Retweet valuable insights and interesting things on Twitter. Leave a comment or a recommendation on a LinkedIn profile. Just begin.

- One of the keys to successful brand building on social media is to be helpful. Consistently provide easy-to-digest, actionable content and answer questions wherever possible. Ask questions to engage, answer them to be of assistance and get known as a go-to resource.
- Be responsive. Here's a little secret, both online and off: everyone on this planet wants to be acknowledged and validated. When you respond to and acknowledge others, you take the first step in building a relationship. When you share others' content and insights, you validate them and let them know you're probably someone worth getting to know.
- Don't drink and post. In all seriousness, don't post anything on a social media platform that you wouldn't want your mother-in-law or ex-boyfriend to see. Tweets are archived in the Library of Congress and Google picks up on almost everything, so once you hit Enter, it's likely out there in same shape or form forever.
- Don't just post about yourself and your business. It's unlikely you'll build a loyal, engaged following if all you're doing is broadcasting information about your products and services. Aim to educate, entertain and inspire instead.
- Stay in it for the long haul. Social media in the short term doesn't work. Simply broadcasting information doesn't work either. There's a reason it's called social media. Unless you're Ellen DeGeneres or Ashton Kutcher, you're not going to get a million followers in a week. Be patient, follow these guidelines and your tribe will continue to grow.

## Referral Systems

- Create "Raving Fans". Pick ten people who you feel would be your best referral sources and take each of them to lunch or dinner individually. Ask them what you can do to help them in their business and let them know that you want them on your R&D team. Let them know that you would like to survey them occasionally to find out what their greatest needs are.

- Always ask your clients for testimonials – these can be used on your website, in marketing materials, sales letters etc.
- Make a list of your centers of influence and invite someone to lunch each week.
- Send out regular mailings – at least four times each year. If you were to send a holiday card, birthday card, Valentine’s card and a reminder to set your clocks back in the Fall, you will have accomplished this.
- Create a client database and stay in touch with your clients through different communication mediums (in-person, phone, snail mail, email etc.) consistently.
- Develop a referral acquisition strategy. Be willing to ASK and the REWARD those who send referrals your way. Constantly nurture those who become a part of your cheering squad

## Research & Development

- Clearly define your target market. Who are you trying to reach/market to? Consider age, demographics, gender, occupation, likes, dislikes, etc. The more specific you are the better.
- You must understand WHO your ideal clients are, WHAT their issues/problems and pain points are and HOW you solve them.
- Interview your top five clients to find out what THEY feel is truly unique about you.
- Talk to your clients about exactly what keeps them up at night – what their real pain is. You will be successful when you can remove their pain – over and over again.
- Host an intimate (6-8 people) lunch or dinner for members of your sphere of influence and target market to do a little research and development. Offer a resource list, bonus report or special new book that you picked out as a thank you gift for each person that attends.

- Listen carefully to your target market. Use their exact words when creating your compelling messaging for a product or service and it will resonate even more deeply with them.
- Create strategic alliances/mastermind groups with other like-minded entrepreneurs and small business owners.
- Research, research, research. Use surveys, questionnaires, emails, focus groups and more to find out EXACTLY what your target market wants, then create the product, service or program to meet the demand.
- Listen carefully for emotions. Your client may be saying one thing but really mean something else. Listen for the emotion behind the words and you will be on the right track to appeal to the correct needs.
- Create a list of questions that you get asked on a regular basis about you, your services and products. Take the time to thoughtfully write out your responses so that you are thoroughly prepared to talk about yourself and your business. Review often.
- Identify publications that your target market reads consistently and subscribe.
- Subscribe to three-five newsletters in your industry to stay up-to-date with what others are doing and ignite fresh ideas of your own.

## Public Relations

- Put together a basic press kit which includes your company profile, bio, fact sheet and photos.
- Put together a digital version of your press kit on a CD/DVD.
- Identify your command message and make sure it's disseminated clearly in all of your marketing materials. What is the most important thing that people need to know and understand about you?

- Create a powerful “one-sheeter” about your company/services that can be sent out at a moment’s notice.
- Create two versions of your bio – long (300-500 words) and short (150-200 words).
- Create a media list. Review media outlets where you would like to be covered and research the appropriate contact for your business (look for a masthead in print publications and the contact page for digital sites). Don’t be afraid to reach out to someone at the outlet to ask who covers your beat.
- Reach out to individuals on your media list on a regular basis via multiple modes of communication – phone, email, snail mail, in person. Make sure they have information about you and your business and update them regularly with news. Position yourself as a trustworthy, reliable resource.
- Send out a newsworthy press release to target media each month. Check out resources like PRWeb.com and PRNewswire.com for more information about writing releases. These are also good for search engine optimization.
- Create a media page on your website. It should contain all of your media placements, along with information about you and your company and how the media can contact you directly.
- Make friends with your target media. If you live in the same city, offer to take them to lunch. If not, remember them on holidays and send a small birthday gift.
- Offer yourself as a media source. Provide valuable information and ideas to your target media.
- Develop a simple “Speaker’s Kit” (your bio, photo, one sheeters of signature talks, testimonials) and send it to at least five program chairs, event planners and association heads each month.
- Record your presentations and create a “sizzle reel” CD and/or DVD to send to event planners, groups, associations etc. Give them a taste of what your capable of.



- Do internet radio or podcast interviews. Offer to be interviewed for an internet radio or podcast show whose audience is your target market. Make sure you give your website address.

## Long Term Vision

- Study the success of others. Read great marketing and success books and listen to CD's in your car. Some of the biggest multi-millionaires in the world spend much of their downtime absorbing great ideas, thoughts and systems to propel them forward.
- Surround yourself with a powerful and inspiring support team. It is said that we become most like the five people we spend the most time with.
- Create a vision for your brand (a vision board and a description of your life one year from today are two great places to start) that pulls you forward.
- Walk your talk and practice what you preach. No one wants to work with a stressed out acupuncturist or a sloppily dressed stylist.
- Know exactly what your value is and be able to clearly communicate it to clients.
- Charge what you're worth.
- Set up boundaries around your time and make sure clients respect them. If not, graciously let the client go. Your time is way too valuable to work with people who don't respect it.
- Marketing is not a small part of your business - it is the heartbeat of your business and is equally as important to what it is that you do for a living. In other words, you should be spending 50% of your time working on your marketing and 50% of your time serving your clientele. Everything else can and should be delegated.

- Schedule time in your calendar each week (as you would important appointments) to begin working on the marketing tools that resonate with you.
  
- Once a month, ask someone you admire and respect for lunch, coffee or even a brief visit at her office. Show up prepared – with questions - and use this time to discover the “secrets” to her success. Make sure you follow-up with a hand-written thank you note and maybe even a small gift.

# Next Steps

Are you ready to build a brand you love?

Would you like to create a more powerful online presence?

Would you like to sell more of your products and services?

Clients are waiting. Are you ready?

## Learn how to build a compelling brand with the Brand Breakthrough Consultation.

No matter where you are with your brand and your marketing, the **Brand Breakthrough Consultation (BBC)** is designed to take you to the next level. Whether you already have the logo, the website and 5,000 fans on Facebook, or you're just starting a new business, the **BBC** is the place to start.

**This session is designed to meet you exactly where you are and address your most pressing questions about building a compelling brand and attracting more clients.**

We'll look at where you are with your brand strategy, your marketing and client attraction tools and find out where you want to go. **We'll talk about tips and resources that you can begin using immediately to increase your visibility, position yourself as an authority and build your following.**

In 60 minutes, we'll discuss ways you can dramatically improve your business results. I will share with you how to create marketing strategies that attract clients instead of you having to chase them.

**The bottom line: clear, strong, irresistible brands make more money.**

To learn more: <http://shebrand.com/brand-breakthrough-consultation/>

Or email us directly at [hello@shebrand.com](mailto:hello@shebrand.com) to get started right away.

**We can't wait to talk to you!**