



# SIMPLE STEPS TO CREATE STELLAR, STANDOUT BRANDING

If you're an entrepreneur, you have a brand – like it or not. The time, attention, and care you put into building that brand rests on your shoulders! In today's business climate, it's just not optional. Whether you're crafting a personal brand or one for your business, here are six go-to methods for establishing a brand that is impactful, memorable, and meaningful, both for you and your clients.



## BE PURPOSE-DRIVEN

Branding is nothing if it lacks focus and direction. Just as life is more fulfilling when filled with purpose, so are our businesses. This means establishing clear and actionable long-term goals while allowing your values to direct your time, energy, and methodology.

Every step you take should be in service of your long-term vision, your core concept. If it doesn't serve that vision, why do it? Entrepreneurship with purpose means that you're never left asking "what's next?" because you have already developed a vision and roadmap for success. This allows your every step to be intentional and consistent – which, even without trying, establishes a brand with a clear message.

# ESTABLISH A VOICE

Words are powerful, particularly to brands. As an entrepreneur or business owner, how you talk about yourself and your business, how you communicate with customers, clients, and employees – it all adds up.

Think about your favorite social media accounts. The ones that stand out – like say, Wendy’s – are those unafraid to embrace their voice. You may not create a spicy social media account like that of a beloved fast-food chain, but a voice that separates you from the pack makes a huge difference.

Invest in brand experts who can help you develop a style guide – this includes not only visual references and standards, but communication guidelines, too. The first step of establishing your voice is identifying the space you want to occupy in people’s minds. What do you want them to think when they think of your business?

# LEAN ON YOUR STRENGTHS

Branding isn’t just about personality. While it plays an important role, you can’t be all flash and no substance. The best brands are charming, sure, but they also have clear expertise. Part of good branding means going beyond sharing opinions and hot takes and instead using your platform to educate and empower your customer base. Guide them into your industry. Help them make good choices. Demonstrate the value your business brings to the table and the skill and experience behind it.



# BE PERSONAL

While there’s a strategy in going for broad appeal, a personal touch is necessary. Not only does a brand that looks to appeal to the least common denominator lack bite – it’s just not memorable or special – but it fails to recognize the value of the individual. Word-of-mouth is still one of the most compelling marketing tools you have. And it can’t be forced.

When you're dealing with customers, deal with them as individuals. Treat them with personal care and attention. Don't rely on canned responses or scripts.

Let your clientele in. Build relationships. They last. They create loyalty.

## INVEST IN VISUALS

There are some things worth spending money on. Your brand's visual identity is one of them. We live in a world where we're given tools like Canva and Squarespace (which can be beneficial!), which puts graphic design in the hands of anyone and everyone. Convenient and affordable, yes. But lasting? Impactful? Memorable? Doubtful. You'll get the same thing everyone else has.

Logos aren't just about liking how something looks. There is thought and purpose behind each element. This isn't something that everyone can do. So hire graphic designers or branding firms to develop logos, letterheads, websites, print materials...anything you may need...with a cohesive look that people will recognize automatically.



## EXCEL AT WHATEVER YOU DO

Ultimately, marketing tricks aren't going to be what establishes your brand. They're not what make it last. Riding the newest social media platform won't do it, either. What makes a lasting brand is its quality. You know your purpose. Now you must focus on being the best at whatever it is you do: pursuing success with unwavering integrity, exceptional quality, and undeniable expertise.