

THE BRANDING
IFAK

OBJECTIVES AND GOALS



WHAT IS BRANDING?

This section covers what brand is and what it is NOT, both being vital to understanding an impactful brand.



IDENTIFY

Now, we turn to identifying who YOU are as well as who your IDEAL client is. This section brings Clarity to your brand.



FIND

Once we have identified our who, we turn to finding them. This section covers the best places to find your IDEAL client.



ATTRACT

We found them, now let's get their attention and bring them to us. We may not always know our IDEAL client is watching.



KEEP

Retention is key. Finding and attracting IDEAL clients is difficult enough, let's not lose them!

WHAT IS BRANDING?

The term brand refers to a **business** and **marketing** concept that helps people **identify** a particular company, product, or individual. Brands are **intangible**, which means you can't actually touch or see them. As such, they help shape people's **perceptions** of companies, their products, or individuals.

A **unique** brand can have a huge impact on your bottom line by giving you a competitive advantage over your rivals and helping you **acquire** and **retain** customers at a much lower cost.

In eCommerce, where new companies (and therefore, new competitors) are springing up every day, an established brand can be an invaluable **asset** in bringing customers and generating profit. Regardless of whether you're investing time and effort into crafting a compelling brand or paying no attention to it whatsoever, your business **still has a brand**. However, it may be completely different to how you intended to be seen.

WHAT'S THE IMPACT

COMPANIES TEND TO USE DIFFERENT TOOLS TO CREATE AND SHAPE A BRAND. FOR EXAMPLE, BRANDING CAN BE ACHIEVED THROUGH:

- BRAND DEFINITION: PURPOSE, VALUES, PROMISE
- BRAND POSITIONING STATEMENT
- BRAND IDENTITY: NAME, TONE OF VOICE, VISUAL IDENTITY DESIGN (WHICH INCLUDES THE LOGO DESIGN, COLOR PALETTE, TYPOGRAPHIES...)
- ADVERTISING AND COMMUNICATIONS: TV, RADIO, MAGAZINES, OUTDOOR ADS, WEBSITE, MOBILE APPS...
- SPONSORING AND PARTNERSHIPS
- PRODUCT AND PACKAGING DESIGN
- IN-STORE EXPERIENCE
- WORKSPACE EXPERIENCE AND MANAGEMENT STYLE
- CUSTOMER SERVICE
- PRICING STRATEGY

“A BRAND IS A NAME, TERM, DESIGN, SYMBOL, OR ANY OTHER FEATURE THAT IDENTIFIES ONE SELLER’S GOOD OR SERVICE AS DISTINCT FROM THOSE OF OTHER SELLERS”

BRANDING DONE WELL



SODA OR FAMILY?



COFFEE OR EXPERIENCE?



» ADVANCING THE LINE FOR VETERANS »



CLOTHING OR FITNESS?



TECH OR LIFESTYLE?

BRANDING DONE NOT SO WELL



TOOTHPASTE OR...?



BLOOMINGDALES EGGNOG... ?

IDENTIFY WHO YOU ARE



List 3 things that make you stand out from the crowd.



List 3 specific skills you've developed that make you successful at what you do.



List 2 things in your business that make you the happiest and are things you would never outsource.



Write down 2-3 stories that were turning points in your life. Your “epiphany” moments.

IDENTIFY WHO YOU ARE



List 3 things that make you stand out from the crowd.

I'm disciplined and driven

I'm passionate in everything I do - "To a fault"

I love and thrive in creating structure



List 3 specific skills you've developed that make you successful at what you do.

I lead my company based on my own values

I created structure and operations that work

Teaching and coaching learned information



List 2 things in your business that make you the happiest and are things you would never outsource.

I love interacting and coaching clients

I love setting up and helping launch new services and offerings



Write down 2-3 stories that were turning points in your life. Your "epiphany" moments.

When I realized that hard work doesn't always equal success

When I have invested in myself with coaching and masterminds

When my I launched my podcast and created this framework

IDENTIFY YOUR WHO

WHO IS YOUR WHO?

WHO COULD BE YOUR WHO?

WHO SHOULD BE YOUR WHO?

WHERE IS YOUR WHO PAYING ATTENTION? WHAT IS THE OPPORTUNITY?
(awareness)

- ☐ FACEBOOK
- ☐ INSTAGRAM
- ☐ TWITTER
- ☐ YOUTUBE
- ☐ PINTEREST
- ☐ LINKEDIN
- ☐ OTHER _____

| WHAT ARE THEIR PROBLEMS? | WHAT ARE THEIR CONCERNS? | WHAT DO THEY WANT? | WHAT DO THEY WANT TO AVOID AT ALL COSTS? |
|--------------------------|--------------------------|--------------------|--|
| | | | |

WHAT ARE THE ALREADY PRESENT DESIRES, HOPES, DREAMS, AND FEARS OF MY WHO?

WHAT DO THEY **LOVE**?

WHAT DO THEY **HATE/DESPISE**?

| | |
|-------|-------|
| <hr/> | <hr/> |
| <hr/> | <hr/> |
| <hr/> | <hr/> |
| <hr/> | <hr/> |

WHAT ARE THEY SPENDING THEIR MONEY ON?

WHERE ARE THEY SPENDING THEIR MONEY?

WHAT DO THEY DO FOR FUN? WHERE DO THEY HANG OUT IN REAL LIFE?

WHAT BOOKS ARE THEY READING OR HAVE THEY READ?

WHAT ARE SOME OF THE **CORE BELIEFS** OF YOUR WHO?

WHAT ARE THEIR **BLINDSPOTS**?

WHERE ARE THEY **STUCK**?

WHO IS *PRESENTLY* LETTING THEM DOWN?

WHAT **INDUSTRIES/COMPANIES** ARE *PRESENTLY* FAILING THEM?

WHAT **OLD MODELS, METHODS, OR SYSTEMS** ARE FAILING THEM?

WHAT LIES ARE THEY BELIEVING?

WHO ELSE IS LOVING THIS WHO WELL?

HOW AWARE IS MY WHO
OF THESE PROBLEMS?

- ☐ NOT AWARE
- ☐ SOMEWHAT AWARE
- ☐ SUPER AWARE

IS MY WHO ALREADY
LOOKING FOR SOLUTIONS?

- ☐ YES
- ☐ NO

WHAT ELSE HAS MY WHO ALREADY TRIED?

WHO DO I WANT TO BE FOR MY WHO?

WHAT ARE THEY LOOKING FOR ME TO BE FOR THEM?

WHAT **FEELINGS** DO I MOST WANT
TO PRODUCE FOR MY WHO?

WHAT EMOTIONAL STATES DO I WANT TO
CONSISTENTLY PRODUCE FOR MY WHO?

HOW CAN I KEEP MY WHO LAUGHING?

HOW CAN I KEEP MY WHO MOVING FORWARD AND TAKING ACTION?

HOW CAN I GET MY WHO CLEARER ON EXACTLY WHAT THEY WANT?

WHAT **NEW IDENTITY** AM I GOING TO GIVE TO MY WHO?

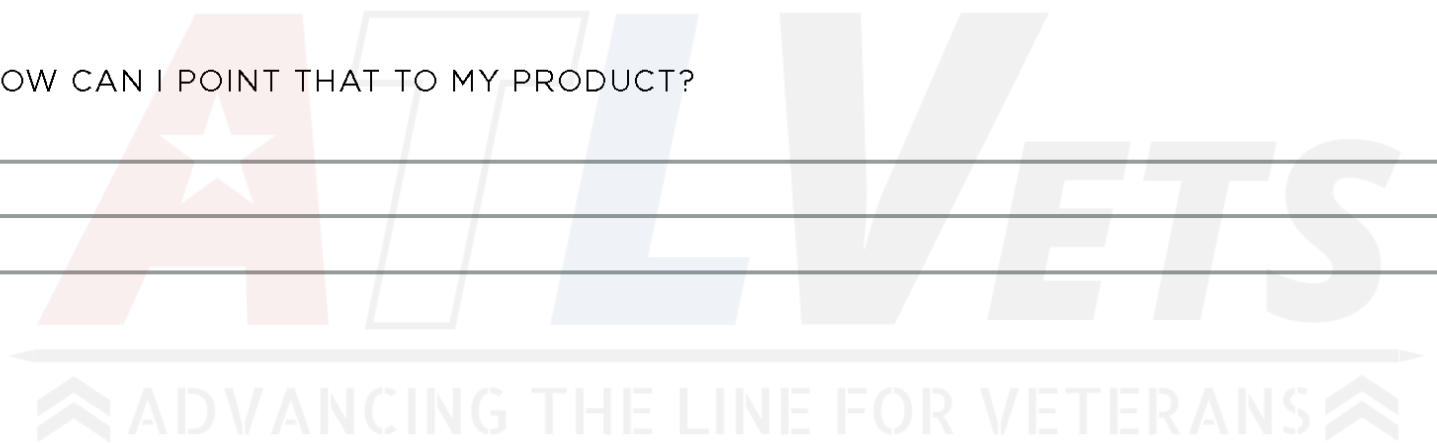
HOW AWARE IS YOUR WHO

HOW AWARE IS MY WHO OF THIS DESIRE?

IS HE/SHE AWARE OF THE PROBLEM?

ARE THEY AWARE THAT SOLUTIONS EXIST?

HOW CAN I POINT THAT TO MY PRODUCT?



MARKETING IS SIMPLY ATTRACTING THOSE YOU
WANT AND REPELLING THOSE YOU DON'T WANT...

COMMON MISTAKE...

IT'S BETTER IF YOU CAST A BIGGER NET... IT'S
NOT. A NICHE MARKET IS THE KEY.

KNOWING THE AVATAR OF YOUR PERFECT IDEAL
CLIENT.

HIRE A GUIDE, KNOW WHEN THE FISH BITE,
WHERE THEY LIVE, WHAT KING OF REELS TO
USE, WHAT BAIT TO USE, ETC.

(NICHE IT DOWN TO INCREASE YOUR CHANCE OF
CATCHING THAT FISH)

FIND YOUR WHO



What age is your WHO? What platform can you find them on?



What kind of content does your ideal client search for?



What time of day is your ideal client searching for that content?



Does the type of content change throughout the day? Why or why not?

THE LAW OF ATTRACTION



What type of Lead Magnets do you click on? What works on you?



What type of Lead Magnets are common in your industry? What works?



What type of Lead Magnet should you create and where should it go?

KEEP YOUR WHO

HOW MUCH DO I LOVE MY WHO?



I'M NOT QUITE SURE



I KINDA LOVE THEM



LOVE THEM SO MUCH MY
HEART IS BURSTING

HOW CAN I LOVE MY WHO MORE?

DO I REALLY LOVE THIS WHO *ENOUGH*?

WHAT MAKES LOVING THIS WHO **HARD**?

WHAT MAKES LOVING THIS WHO **EASY**?

ADVANCING THE LINE FOR VETERANS

WHAT DO I HAVE IN **COMMON** WITH MY WHO?

WHAT PERSONAL VICTORIES DO I HAVE THAT MY WHO WANTS?

NEED HELP?

Zack A. Knight

404-503-3576

Zack@ATLVets.org



ATLVets.org

Knightly.Productions