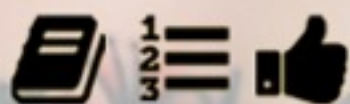


A close-up photograph of a woman's arm and hand. She has a large, colorful tattoo on her shoulder featuring a sunburst design with orange, yellow, and blue rays. Her hand is adorned with a silver ring featuring a dark stone. The background is a soft-focus grey sweater.

NO BRAND NO BUSINESS



A BEGINNER'S GUIDE

LUKE

A portrait of Arthur Luke, a man with light brown hair, a beard, and glasses, wearing a dark suit jacket over a light blue shirt. The background is dark and out of focus.

ABOUT ARTHUR LUKE

I write about entrepreneurship, starting your own business and how to brand it.

After 35 years in branding and communications, for some of the world's biggest brands as well as smallest start-ups let me share that knowledge and experience with you.

During my life I have been a bus conductor, a shipyard boilermaker, a welder, a plumbers mate, a civil servant, I created my own publishing company, I have run my own branding company, **I have been creative director of the world's biggest branding agency**, a blues musician, and lifelong entrepreneur.

Remember: 'You don't know what you don't know'



This guide/workbook is designed as a beginner's guide. The document consists of a series of questions checklist, and a few tips, which will help you to define your brand.

At the end of the exercise you will have clearly and succinctly defined your new brand and you will feel great!



What branding is and what it is not!

Branding is one of the most important aspects of any business, large or small, retail or business-to-business (B2B). But what exactly does "branding" mean?

In plain English - a brand is the all-encompassing experience a person has with your company or organisation – nothing more nothing less.

Branding is one of those overused but often misunderstood words.

5 common branding myths:

1. A logo is a brand
2. A name is a brand
3. Products are a brand
4. A visual identity is a brand
5. A website is a brand

These are in themselves individual expressions of your brand.

Your customer experience

In the eyes of the customer a brand is an experience, whether good, bad or indifferent. The brand experience is much more than a product on a shelf, it is an asset that has to be managed. You have to manage that user experience with great care and sensitivity.



Branding starts with the truth about your company or organisation, how it behaves, how it communicates, how it delivers, how it operates.

Remember: A brand is not what you say it is; it is what others say it is – your customers.

What branding does?

Brands have two rules – persuading outsiders to buy and persuading insiders to believe.

Branding

- Reinforces a good reputation
- Encourages loyalty
- Assures quality
- Conveys a perception of greater worth, allowing a product to be priced above competitors selling the same commodity product.

“If your business is not a brand, it is a commodity”



What can be branded?

In short - anything: products, services, organisations, places and people. You name it and it can be branded. Ask any cowboy!

Branding usually involves five common components *(taken from 'What is branding' by Matthew Healey):*

- **Positioning** – this means defining in the customer what a brand stands for and how it compares to competing brands.
- **Storytelling** – when we buy brands we buy their story – good or bad.
- **Design** – the design is the liquid as well as the label, the self as well as the surface.
- **Price** – is a vital, though less obvious aspect of a brand. If two cheeses in a supermarket look and smell the same, most customers will take the more expensive one. It is a fact!
- **Customer relationship** – we all know this one from experience as customers.

The beauty of great branding lies in its ability to identify the truth, tell its story, make it look good, and build it into a valuable, emotional bond between producer and customer.



How do you define your brand?

Now I have mentioned what a brand is and what it is not and briefly what a brand does. But, I can hear you say, now what! How the hell do I create my brand? And where do I even begin?

Well the short answer is at the beginning. To do this I have put together a series of important questions you need to ask yourself. Some are easier than others but they all require some thought and a little research.

Feel free to print out this Eguide and its worksheets so you can pencil in your answers by hand.



Q1 - Brands you love

A good place to start is by looking at a few existing brands that you love and say why you love them. What draws you to those brands?

List 3 brands you love and why:

For example, is it their range of products, design, customer support, philosophy (their 'Why'), advertising, social conscience?

Brand 1

Why?

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Why?

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Why?

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Why?

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Brand 2

Why?

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Why?

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Why?

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Why?

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Brand 3

Why?

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Why?

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Why?

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Why?

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Q2 - Brands you hate

Now, hate may be a touch too strong but, just to get a balanced view and give you the opportunity to let rip, I want you to list 3 brands that really do wind you up. (Don't worry this is all very educational so give it a go)

Brand 1

Why?

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Why?

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Why?

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Why?

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Brand 2

Why?

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Why?

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Why?

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Why?

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Brand 3

Why?

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Why?

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Why?

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Why?

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Q3 - The 'Why'

Purpose - The '**Why**'. Every business and start-up knows what they sell and some know how they sell it differently to others. If you can define why you do what you do, why you get out of bed in the morning (and I don't mean for profit – that is a result), and if you can articulate that clearly and succinctly you have a powerful basis on which develop your business and brand.

'People don't buy what you do, they buy why you do it'

Define your 'Why' statement. It should be short probably 3 to 5 words, no longer, and once you have defined your 'why' make sure you lead with it. It should be the first thing someone knows when they go to your website, see your packaging, read your literature, take your business card and meet you in person.

Don't rush on this one. In order to define your '**Why**' it will help to first set out your 'What' and 'How'.



For example: **My 'WHAT' is:** Helping people who want to start their own business and build their brand but don't know where to start.

What:

What statement version 1

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How:

For example: **My 'HOW' is:** By sharing Insightful knowledge through posts and tutorials, driven by my own 30 years experience in branding and communications and my own start-up journey, so you don't make the mistakes I have made along the way.

How statement version 1

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Why

For example: **My 'WHY' is:** Because you are never too old or too late to turn your dream into a reality. (the long version)

Why statement version 1

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Why statement version 2

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Q4 – What makes my business different?

In order to define your brand who need to know what it is that makes your product/service brand different from everyone else's. **What's the story?**

Think hard on this one as it can be a challenging question to answer.

Differentiation

Successful branding is about the experience; it is engaging, intuitive, pleasing and memorable. If the user enjoys the experience they will return. They will purchase that product or use that service again and they will tell their friends and their colleagues about it. Without those experiences all you have at your disposal is price.

List 3 things that make your brand unique and different from your competitors

1

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2

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3

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Authenticity

True authentic brands 'matter' in people's lives.

Today brands strive to be 'real' and authentic. Authenticity is seen as a way of differentiating a brand at a time when many are seen as superficial, fake, or even dishonest.

However, this trend towards authenticity has seen all kinds of big brands, from fashion to food to automobiles to drinks and banking, marketing themselves as 'socially aware'.

If it is appropriate to your business list 3 things that make your brand truly authentic.

1

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2

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3

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Be relevant

I would say with absolute confidence that your brand must 'be relevant' to succeed. Relevance comes from listening. **It's obvious really!**

- What are your target customer's interests?
- Where do they go online?
- What social media channels do they use – Is it Twitter, Facebook, Pinterest or Google +, or maybe Instagram?
- Who do they follow online, what online magazines do they read?

By listening you will know where your customers are, what interests them, and how to reach them with a brand story that is relevant to them and truly connects with them.

"We have two ears and one mouth so that we can listen twice as much as we speak."

Remember: A brand is not what you say it is, it's what they say it is

List 3 things you can do to make sure your new brand and brand story connects with your target customers.

1



2

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3

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Now before we hit the home straight. You are nearly there now! Here are a couple of fun questions to help you define that brand definition!

If you had to explain your product/service/cause, whatever it is to a 5 year old what would you say? (**No big words or jargon here.**) I hate jargon!

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Describe what value it will bring to your potential customers. Think about the benefits.

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Ask yourself

What are the 5 most common questions you get asked about your new idea/product/service? What are people curious about? (this will help you spot any weaknesses). Remember **you already know** what your business idea is and to you it is clear **but is it to anyone else?**

1.

2.

3.

4.

5.

Think about it like this

When someone taps out a tune to you with their fingers on a table and you have to guess what that tune is. The person tapping out the tune can hear that tune in their heads, they are tapping along to a silent soundtrack. You on the other hand have nothing to go on at all, no clues, no soundtrack in your head just some flat meaningless taps. Can you guess the tune?



You new brand idea is exactly the same, you know exactly what it is, how fantastic it is, how obvious it is. You know the story, you feel the emotion, but unless you can articulate all this to someone else, all they hear or see is 'just another product'. Q5 – Your brand proposition

Q5 – Your brand proposition

We have looked at what a brand is and what a brand is not. We have looked at what your favourite brands do well and what you think their weaknesses are. We have articulated the 'What', the 'How' and most importantly the 'Why' of your new brand. We have also identified what is potentially different about your brand.

Now we need to put all this together into a simple succinct brand proposition. This will be the foundation for everything you do with your brand as you go forward. It gives you the basis to develop a consistent brand story based on differentiation, uniqueness, authenticity and honesty. It will help you reach out and be relevant to your future customers.

'People don't buy what you do, they buy why you do it'



Brand proposition

For example

What:

.....

How:

.....

Why:

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What is unique about it?

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Finally...

Over the years I have listened to many clients and friends (including if I am honest, myself) spend so long explaining their new business idea that, I wish I had stayed at home and washed the dishes, or the explanation was so dull that I wished I was at home washing more dishes.

Now I want you to write a short brand statement. Something that will explain, excite, enthuse and enlighten anyone who asks “So what’s your new business”?

Imagine your have to explain it to someone at a dinner party, someone who really only wants to talk about themselves (you know the type) and for them to leave wanting to invest in it themselves.

Come on, you can do it! I want you to come out of this with a brand proposition – a brand story that makes you smile every time you see it or say it. So keep it short and brilliant and put it down here.



Your brand proposition

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I hope you found this Eguide/wordbook useful. I have intentionally avoided going into any great depth about branding, as at this stage you have enough to be getting on with.

Now take it to the next step

Find out – Step-by-step how to start your own business and build your own powerful brand **without the pain!** After 35 years helping some of the world's biggest brands & smallest start-ups, including my own, to find success – **let me do the same for you.**

Sign up to my '**Zero to launch**' online course

Enrollment is currently closed but is due to open again in about 4 weeks time.

To find out more go to: <http://www.arthurluke.co.uk/zero-to-launch/>

Wherever your journey from here leads you I wish you the very best of luck.

Arthur