



Module #7

What about your brand?

This masterclass is designed to help you crystallize, clarify, simplify and re-energize your brand. It could save you many months of frustration, lost opportunities and costly setbacks.

In 7 powerful steps you will learn why:

What you say

How you say it and

Who you're saying it to will make or break your brand.

The masterclass includes one private one-on-one video call via Skype (approx 1 hour in length).



It's all about your customer experience

Your brand is not what you say it is; it is what your customers say it is.

In the eyes of the customer your brand is an experience, good, bad or indifferent. **Nothing more, nothing less.**

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.

Your brand story starts with the truth about your company or organisation, how it behaves, how it communicates, how it delivers and how it operates.

Recap: what we have covered so far.

- What is a brand and why you should care
- What is in a name and the consequences of getting it wrong
- Why building a brand story is so important
- Why you must create a following and how
- How to stand out from the crowd and avoid being just another bland brand
- Why positioning is everything and how to start.



The hard truth!

If you start applying everything I have said over the last 6 modules (*with patience, perseverance and consistency*) you will transform your brand.

You will build a loyal brand following and stand out from your competitors.

At the end of the day:

Consumers want brands to make their life easier. They want brands to inspire them and give them something they didn't have before. They don't want to be manipulated.

Here are some action steps you can take **to refocus your online brand now.**

Your website

The basic purpose of your website is to increase customer conversion in some way. To accomplish this it must do 3 simple but critical tasks. In turn these create a virtual circle.

Note: Always keep true to your brand voice.

- Inspire
- Capture
- Convert

Inspire

To inspire your audience you need to **KNOW YOUR AUDIENCE** and create content that speaks to them, helps them and informs them. This may sound simplistic but it is critically important

Content is not king (it never has been) usefulness is.



Content must engage and inspire your audience. Unfortunately most content is regurgitated and uninspiring.

Create content that is useful and insightful - that shows you understand your audience and what they need. Do that and you're already way out in front of your competition.

Capture

To build a customer base you must capture their email details when they visit your website, blog, Instagram page etc.

We know our audience will not buy the first time. We have to share our brand story and values over time.

You need to build a trusting relationship. And your mailing list is a powerful brand-building tool. Nurture it.

Convert

Your website needs to convert browsing visitors into loyal and trusting brand followers and customers 24/7.

It should be the best-unpaid brand ambassador you have.



Avoid too much information

You want your visitors to get what you do, who you are and why they should buy from you and not someone else.

How long does it take a complete stranger browsing your website to:

1. Understand what you are selling? [*seconds ...*]
2. Understand what is unique about your product or service? [*seconds ...*]
3. Spot your number 1 'call to action'? [*seconds ...*]

One clear message - Don't confuse.

New visitors are often not clear what they are really looking for, so it is your job to tell them.

Tip: The key is to inspire them not just describe what you do.

And when it comes to your homepage 'less is without a doubt more' so you need a 'killer' headline. A killer headline reaches out and instantly connects with the customers 'pain point'.

One clear path to conversion

Too many 'calls to action' confuse. Too many choices confuse. Too much detail confuses. Too many words confuse.

Keep it simple. Keep it succinct.

Don't underestimate the power of an irresistible 'call to action' button. This little phrase /button is the key to the next part of the customer journey.

Incorporate action colours

Colour evokes emotion and action colours convert.

Don't underestimate the role colour (positive and negative) can play in the brand experience.

Here's a simple chart that explains the psychology behind colours.



Courtesy of: gsinfographic



Action colours

Use the power of action colours on any 'call to action' points such as signup or buy now buttons.

Using an 'action colour' that contrasts with your brand, and the design itself, is just one of many ways you can guide visitors toward successful outcomes.

The power of Social proof

When you say it is, it's marketing. When others say it is, it's social proof.

Today brands use social media to connect, engage, reinforce and support their brand story by highlighting what their customers are saying about them.

'When we care, we share'.

Studies show that over 70% of online consumers check product reviews before making a purchase, and that those product reviews are 12x more trusted than product descriptions from manufacturers.

"When people are free to do as they please, they usually imitate each other." - *Eric Hoffer*

Tip: Sprinkle testimonials across your site, a few at a time. DON'T have a testimonials page.

According to a Nielsen survey:

- 92% of people trust peer recommendations.
- 70% of people trust a recommendation from a complete stranger.



Social media

- Always be consistent and 'on-brand'
- Always brand your posts and updates with your logo.
- Always stay focused on your brand and it's message.
- Don't confuse your followers by posting 'off topic' content unless it relates back to your brand.
- Don't focus on the numbers
- Use selected posts to build your mailing list

Remember: insight without action is worthless.

Don't just listen to these modules - put what I have said into action!



Brand guide

I want you to create a simple 5-page brand guide for your business.

Don't panic! I am not here to make things difficult. **Here is what I want you to do.**

Download my 'sample brand guide' (*link is in the masterclass dashboard page*)

You can easily put this together in with Word or Pages and any design software you have.

You brand guide will contain the following:

1. Cover
2. Overview
3. Log and brand mark(s)
4. Photography and graphic style
5. Font(s)