



CHAPTER ONE

The Birth Of Your Brand

Brand. Branding. Branded. Brand Management. Brand Image. Brand Identity. Brand Equity. There are many more and that's the whole point. All these brand words and terms. What do they all mean and what, if any, relation they have to each other?

More importantly though, is how does all this brand stuff relate to you? What difference does it make whether or not you know these brand terms? What does this have to do with me, and my biofeedback practice?

Put it this way. Whether your not your decision is to be a brand; have a brand, or go through the exercise of branding, you are and will anyway. What that means really is that every business is a brand; product or service or both. One way or another it is a brand by way of the fact that it is a business, and it is about how that business conducts itself and what dictates it follows that determines what kind of (quality) brand it is. It is either a bad brand or good brand; the business product or service is being branded properly or it is not, or it is well (brand) managed or it's not.

So all that adds up to this: Just exchange the word brand for the word business. It is the same thing really. If you are a business, you are a brand. And of course, if you are a brand, then you're a business. Looking at one of the brief descriptions of brand in the dictionary, it says: "make an indelible impression on somebody." Well, if you were running a business and regardless of your goals and aspirations for the business, that is the kind of impression you would want to make with all your customers.

Let us return to the brand, branding, and branded et al topic and put further clarity and definitions to them:

- **Brand:** Brand is the personality that identifies a product, service or company such as name, sign, symbol, or design, or combination of them, and how it relates to key groups such as customers, staff, partners, investors etc.
- **A Brand:** The American Marketing Association defines a brand as a name, term, design, symbol, or any other feature that identifies one seller's goods or service as distinct from those of other sellers. A brand, which is widely known in the marketplace, acquires brand recognition.
- **Branding:** Consumers may look on branding as an aspect of products or services, as it often serves to denote a certain attractive quality or characteristic.



- **Branded.** When brand recognition builds up to a point where a brand enjoys a critical mass of positive sentiment in the marketplace, it is said to have achieved brand franchise. From the perspective of brand owners, branded products or services can command higher prices.
- **Brand Management:** Brand management is the application of marketing techniques to a specific product, service, or brand.
- **Brand Identity:** The outward expression of a brand including its name, trademark, communications, and visual appearance is brand identity.

Now that brings us to the final set of questions. Take anything you would consider a brand, a product or service, and then ask yourself: how did this brand get to brand status, build its brand equity, and have a great brand identity in the first place? At what point does a brand become a brand and is not just another commodity, product or service?

A good brand or a successful business is constructed by:

1. Forming the Guiding Principles of its existence (Vision and Mission).
2. Forming its Identity (Unique Selling Proposition, Positioning, and Target Market).
3. Forming its Persona (Name, Tagline and Logo).
4. After forming 1, 2, and 3, all of the enterprise's activities – marketing and advertising strategies and tactics, service practices, and operational methods are directly linked to these three aspects. All the time, every time with every action you take, and every impression you make.

This is the starting point with The Practice Plan:

- The Guiding Principles.
- The Identity.
- The Persona.

Once done, the stage will be set for all planning, creating and producing of your material, media, and methods. Whether or not you wish to establish a brand, following a formula that helps to build a brand will certainly help you become a better business.

“Consistency builds brands . . . when your marketing communications create a single impression for your business, they build a strong brand.



Stay consistent in your marketing by projecting a consistent look; projecting a consistent tone in your communications, and by projecting a consistent level of quality, demonstrated by consistent communications, consistent products, and consistent services”.

Barbara Findlay Schenck, Building a Brand for Market Success







Vision & Mission

Discussion of the Vision Statement and the Mission Statement cannot begin without first addressing the basic difference between the two.

To distinguish between vision and mission, default back to the plain English usage of those words. We certainly know what those two words mean. A visionary is someone who sees what is possible; a missionary is someone who carries out that work. Your practice's vision is all about potential. The mission is what it takes to make that vision come true.

VISION

A Vision Statement is sometimes called a picture of your practice in the future, but it's so much more than that. Your vision is your long-term aspiration for your business and the framework for all your strategic planning. It is what you want to achieve through your business success. What you want to accomplish along the way, and perhaps as an end-result.

Your Values, if not scribed in separate form, may be declared inside your statement of vision.

A vision statement provides an anchoring to adhere to your practice's highest purpose, and helps guide conduct and intent. When a business decision is made, it is in alignment with your vision and your values.

What you are doing when creating a vision statement is articulating your dreams and hopes for your practice. It reminds you of what you are trying to build. That's why it's important when crafting a vision statement to let your imagination go and dare to dream – and why it's important that a vision statement captures your passion. Unlike the mission statement, a vision statement is for you and the other members of your business.

When writing your vision statement, your mission statement along with your core competencies can be valuable referencing points for articulating your vision. So writing both your statements can be an exercise of referring from one statement to the other as you establish your true long-term ideal picture. This can be a time-consuming effort, and may even take several days after a number of revisions and re-thinking. That's OK; call your vision statement your manifesto of manifestation.



To help you with what a vision statement may look like, here are some examples of recognizable companies.

Estee Lauder: "Bringing the best to everyone we touch". By "The best", we mean the best products, the best people and the best ideas. These three pillars have been the hallmarks of our company since Mrs. Estee Lauder founded it in 1946. They remain the foundation upon which we continue to build our success today. Note: this also serves as Estee Lauder's mission statement.

Anheuser-Busch: Be the world's beer company. Through all of our products, services and relationships, we will add to life's enjoyment.

Avon: To be the company that best understands and satisfies the product, service and self-fulfillment needs of women - globally.

Epson: Epson is committed to the relentless pursuit of innovation in compact, energy-saving, high-precision technologies, and through the formation of group-wide platforms will become a community of robust businesses, creating, producing, and providing products and services that emotionally engage customers worldwide.

IKEA: The IKEA vision is to create a better everyday life for the many people. We make this possible by offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.

Walmart: Saving people money to help them live better was the goal that Sam Walton envisioned when he opened the doors to the first Walmart more than 40 years ago. Today, this mission is more important than ever to our customers and members around the world.

MISSION

Like the missionary, your Mission Statement will turn your vision into practice. The mission statement is the one that will actually do the work.

Again, it is easy to see what the Mission Statement needs to do if we go back to plain English usage. Consider the phrase "mission accomplished" - the work is done. The mission is the doing part - it is what you will do to bring that vision to reality.



Your mission states the broad purpose of your business and the affect it will have on others. Such as services you provide, who you serve, how you are unique, and the benefits of your promise. A succinctly crafted mission statement can be a description of your business model – its primary objectives and methods and measures.

And while it is powerful to talk about the work you do, it is more powerful to talk about it in the context of why you are doing that work - your vision for making your community / the world an amazing place to live. As you craft your mission statement, again, refer to your vision statement as a source for guidance.

A mission statement should be short, concise, clear, vivid and inspiring. The most effective way to write a mission statement is to avoid jargon, complicated words or concepts - remember you are writing this for the public; it's to be included in official company documents and literature, and not for others you may work with in your practice. The best example of a mission statement will define a company and its purpose in 30 seconds or less.

Here are some example mission statements.

Starbucks: Establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles as we grow. The following six guiding principles will help us measure the appropriateness of our decisions: Provide a great work environment and treat each other with respect and dignity. Embrace diversity as an essential component in the way we do business. Apply the highest standards of excellence to the purchasing, roasting and fresh delivery of our coffee. Develop enthusiastically satisfied customers all of the time. Contribute positively to our communities and our environment. Recognize that profitability is essential to our future success.

Day Spa: Our mission is to run a profitable business by providing high-end therapeutic massage and aesthetician services in a caring, upscale, professional environment.

McDonald's: McDonald's vision is to be the world's best quick service restaurant experience. Being the best means providing outstanding quality, service, cleanliness, and value, so that we make every customer in every restaurant smile.

Google: Google's mission is to organize the world's information and make it universally accessible and useful.



Walt Disney: The Walt Disney Company's objective is to be one of the world's leading producers and providers of entertainment and information, using its portfolio of brands to differentiate its content, services and consumer products. The company's primary financial goals are to maximize earnings and cash flow, and to allocate capital profitability toward growth initiatives that will drive long-term shareholder value.

Anthony Robbins: "The purpose of my life is to humbly serve our Lord by being a loving, playful, powerful and passionate example of the absolute joy that is available to us the moment that we rejoice in God's gifts and sincerely love and enjoy all his creations."





VISION

1. What is the dream, vision, or idea you had that compelled you to start your business?
2. What mark would you like your business to leave on the world?
3. What would you like your business to become in 3 to 5 years?
4. What would you like your organization to accomplish; along the way, and as an end-result?

MY VISION STATEMENT . . .



MISSION

1. What are your principal services; the broad purpose of your business?
2. Who do you deliver your services to, and why?
3. How do you deliver your services?

MY MISSION STATEMENT . . .

"The only limits are, as always, those of vision". James Broughton







The Unique Selling Proposition. This is your magic; the driving force. The factor or consideration you present as the reason that your service is different from, and better than, that of any competition or choices. In other words, your ultimate benefit or benefits package – the core element with a serious distinctive appeal capability.

The USP leads to your point of differentiation, and properly articulated, can get you noticed by and seem attractive to your intended target. The USP is the essence of your identity. What you can do better than anything or anyone else. It allows you to determine those best suited for your benefit, and how you can craft your message specifically to that target and in a language that creates their interest.

It starts with your USP because it's good for you to know first what you can do best. So when you do start expressing out what that is to whom you want, you have already pinpointed the best of your best. In a commercially competitive marketplace such as it is now a days, your point of distinction or point of difference – your USP clearly defined is an absolute must in order to gain broader attention and interest, even from those already most likely to be attracted to your offering.

Some unique selling propositions when they were introduced:

- Domino's Pizza: "You get fresh, hot pizza delivered to your door in 30 minutes or less. Or it's free."
- FedEx: "When your package absolutely, positively has to get there overnight".
- M&M's: "Melts in your mouth, not in your hand".

The FedEx and M&M lines are advertising slogans that were created for the purpose of making their USP memorable. M&M's USP is chocolate wrapped in a hard sugar candy shell. The slogan is, "melts in your mouth, not your hands."

FedEx's USP was the ability, unlike the Post Office, to guarantee overnight package delivery. The Fed Ex slogan is similar, but not the same as the USP. The Domino line is the actual USP. The company has dropped the "or it's free" promise, but their slogan is "You got 30 minutes."

The USP has been reinforced by the concept of a Positioning Statement. Positioning is determining what place a tangible good or a service should occupy in the consumer's mind in comparison to its competition. A position



is often described as the meaningful difference between a product or service and its competitors.

The USP once established, allows you to move forward to the next step of identity, that of positioning. Where you then interpret for the marketplace what you stand for and how your USP comes into play, and quite simply, what's in it for them? For example, Charles Revson, founder of Revlon, always used to say he sold hope, not makeup. It is the result of the application of your USP that customers want, not the application itself.

Pinpointing your USP will require some thoughtful time – logical and creative. Be creative and pull the magic from what you have, apply some logic by putting yourself in your customer's shoes. (We do sometimes tend to fall in love with our own product or service and forget that it is the customer's needs, not our own, that we must satisfy). So take your USP, then apply it to solve a practical problem in a high valued, distinctive manner.

When you attempt to be known for everything, you don't become known for anything. Joseph Putnam

Tips to help determining your USP:

1. Use your biggest benefits. Clearly describe your top 3 benefits. Make it or them compelling.
2. Be unique. This is what sets you apart from your competition.
3. Solve a pain-point, a void, or a gap.
4. Be specific and offer proof. Consumers are naturally skeptical of advertising.
5. Be bold (but be careful, you must have the ability to live up to your offering).
6. Condense it into a clear and concise sentence. Draw from the first 4 steps.
7. Integrate your USP into all your marketing, advertising and promotional medias.
8. Deliver on your promise. Your ultimate reputation will be derived from your ability to provide the service you promise.

Internet marketing guru Naomi Dunford: *“Figure out your USP. If you don't have one, create one. Every other marketing effort you engage in is effectively useless without this.”*



Positioning

In marketing, positioning has come to mean the process by which marketers try to create an image or identity in the minds of their target market for its product, brand, or organization.

A positioning statement is not about what you do. It is about the benefit(s) to your target customer of what you do differently than your competition and why they should believe it.

Although there are different definitions of (brand) positioning, probably the most common is: identifying a market niche for a brand, product or service utilizing traditional marketing placement strategies (product, price, place, promotion).

A company, business or brand must have a positioning concept in order to survive in the competitive marketplace. If you don't position your business, your competitor will.

Identifying the optimal differentiation may be the biggest challenge constructing your positioning statement, and takes careful consideration. It requires that you identify your target customer as precisely as possible and truly understand how the customer makes their buying decisions – their frustrations, attitudes, values, challenges, likes and dislikes.

Look at positioning the middleman of your USP and your Target – taking your best benefit and positioning it in the marketplace in how you would want your target to perceive your service. All the marketing and advertising strategies you produce are much more focused and with greater clarity when based upon a strong positioning. Every decision made regarding your service (brand) is judged by how well it supports your positioning statement.

Positioning is what outlines what a business should do to market its product or service to its customers. In positioning, the marketing creates an image for the product based on its intended audience. This is created through the use of promotion, price, place and product. The more focused a positioning strategy is, the more effective the marketing strategy is. A good positioning strategy elevates the marketing efforts and helps a buyer move from knowledge of a product or service to its purchase.

Understanding product differentiation can help to devise a solid strategy for developing the position and the overall identity. You can choose from two different strategies: differentiation, and differentiation focus. The former



adds specialized aspects with a broad appeal to its products or services, and the latter develops a product that appeals to a niche market. In either case, differentiation makes a product or service more desirable to the target market. Some factors that can be applied to a business positioning are: the product or service; convenience, expertise, and pricing. Is it important and have a high value benefit? Is it distinctive and not offered by others? Is it communicable and very visible? Is it pre-emptive and not easily copied?

A key to your business success will be the ability to develop a niche in the marketplace. To do so, you'll need to determine what makes your business unique and incorporate this feature into your strategies. By making use of differentiation strategies, you can make your business stand out in a crowded competitive marketplace. Keep in mind too, you can over-position and end up with a very narrow focus, and too narrow a target.

“According to the law of contraction a brand becomes stronger when you narrow its focus. What happens when you narrow the focus to such a degree that there is no longer any market for the brand? This is potentially the best situation of all. What you have created is the opportunity to introduce a brand-new category.”

Al Ries & Laura Ries, 22 Immutable Laws of Branding

Generally speaking, there are three types of positioning concepts:

1. **Functional position:** Solve problems. Provide benefits to customers.
2. **Symbolic position:** Self-image enhancement; ego identification; belongingness; social meaningfulness; affective fulfillment.
3. **Experiential position:** Provide sensory stimulation. Provide cognitive stimulation.

The most common mistakes in crafting positioning statements are:

- Not precisely defining the target customer;
- Listing multiple (too many) differentiators / benefits;
- Developing benefits that are not unique or sustainable;
- Not including the reason why customers should believe your benefit promise.

- Not being open to the obvious. Good positioning is basic common sense.
- Trying to be cute. Tell it like it is.

Marketing lore says, *“If you try to be all things to all people, you’ll end up being nothing to no one.”*

What most will agree on is that positioning is something (perception) that happens in the minds of the target market. It is the aggregate perception the market has of a particular company, product or service in relation to their perceptions of the competitors in the same category. It will happen whether or not a company's management is proactive, reactive or passive about the on-going process of evolving a position. But a business can positively influence the perceptions through strategic actions.

“Many individuals confuse a core idea concept with a positioning concept. A Core Idea Concept describes the product or service. In contrast, a Positioning Concept attempts to sell the benefits of the product or service to a potential buyer. The positioning concepts focus on the rational or emotional benefits that buyer will receive or feel by using the service. A successful positioning concept must be developed before a positioning statement can be created.”

Marketing Concepts that Win! Martha Guidry, Live Oak Book Company

Differentiation in the context of business is what a company can hang its hat on that no other business can. For example, for some companies this is being the least expensive. Other companies credit themselves with being the first or the fastest. Whatever it is a business can use to stand out from the rest is called differentiation. Differentiation in today's over-crowded marketplace is a business imperative, not only in terms of a company's success, but also for its continuing survival.

Effective Positioning is contingent upon identifying and communicating a service's uniqueness, differentiation and verifiable value. It is important to note that me too positioning contradicts the notion of differentiation and should be avoided at all costs. This type of copycat brand positioning only works if the business offers its solutions at a significant discount over the other competitor(s).

Generally, the positioning process involves:

1. Identifying the business's direct competition.
2. Understanding how each competitor is positioning their business today (e.g. claiming to be the fastest, cheapest, largest, the #1 provider, etc).
3. Comparing the company's positioning to its competitors' to identify viable areas for differentiation.
4. Developing a distinctive, differentiating and value-based positioning concept
5. Creating a positioning statement with key messages and customer value propositions to be used for communications development across the variety of target audience touch points (advertising, media, PR, website, etc).
6. Re-positioning involves changing the identity of a product relative to the identity of competing products, and in the collective minds of the target market.
7. De-positioning involves attempting to change the identity of competing products relative to the identity of your own product, in the collective minds of the target market.

As often than not, if a business struggles, it's because they've strayed from their positioning strategy or constructed a faulty one to begin with.

Unfortunately, to inexperienced marketers, that fact isn't always obvious.

Why is a positioning strategy so important? Because it is a business plan boiled down to one sentence. It may be a long sentence, but it succinctly defines the target, their 'pain point'; the category in which the brand competes, their differentiated benefits, and what the business must do to prove those differentiated benefits to the customer.

Experienced marketers know that when a brand is struggling, one of the first things to examine is the positioning strategy.

Starbucks CEO Howard Shultz once shut all USA stores for 3 hours to retrain staff to properly execute Starbuck's unique positioning.

Sears CMO Richard Gerstein commented that a key aspect of his plan to revive the Sears brand will be to, *"make sure that the overall customer experience—merchandise, in-store, service and marketing are the best that*

they can be and working together to create a differentiated proposition that makes someone come to Sears versus going somewhere else.”

Points to consider when fashioning your positioning statement.

- Define why you're in business. What does your business do? How do you do it better than anyone else? Put into writing the reason that your business exists and the positive change you aim to achieve.
- Pinpoint the advantages you would like people to associate with your business. Figuring out these benefits helps you land on the advantages you want to communicate in your marketing communications. It also leads to your definition of the position you want to own in the consumer's mind.
- Manage your marketing so that it makes a consistent impression that etches your desired image into the mind of your target prospect.
- Think about the words you want people to use when defining your business. When people hear your business name, what images do you think come into their minds? If everyone is saying the same thing, and if those words are the words you want associated with.
- Consider what you want people to think when they hear your name. What do you want prospects, customers, suppliers, associates, competitors, and friends to think? You can't be different things to each of these different groups. The image held by each of these groups has to synch into one identity that people will trust and believe.
- Build your business through every impression you make. Clarity and consistency is key to getting it right each and every time.

Start your positioning statement by gaining knowledge of the target market or a desired target. With a good idea of the wants, needs and interests of the target market in mind, your positioning can become more precise and effective.

Protect and project your identity through every representation of your business in the marketplace. Stick with your positioning. Don't try to change your position unless you're certain that it's no longer appropriate for the market. With a well-managed position, your company hardly needs to

introduce itself. Within your target market, people will already know your business, its personality, and the promise you make to customers.

A well-managed brand identity creates a strong emotional connection, and a strong emotional connection fosters loyal customer behavior. If you can stir the heart as much as the mind, then you are on the right track.



Target

A crucial part of any marketing is making sure that your message is being seen and heard by the people most likely to purchase your product – your target audience. Suffice to say; by targeting your message, you are more likely to maximize the return on your marketing dollar and efforts.

Who is going to buy your service? Who are your customers? Who are your ideal customers? Too often, small business people either have no idea who will buy from them, or in some cases, they assume that everyone will. Assumptions like this can lead to wrong decisions, wrong pricing, wrong marketing strategy and ultimately, business stagnation or even failure.

The most successful small businesses understand that only a limited number of people will buy their product or service. The task then is to determine as accurately as possible, exactly who those people are, and targeting your business's marketing efforts and dollars toward them.

You can build a better, stronger business, simply by identifying and serving a particular customer group. To do this, refine your service so that you are not trying to be all things to all people. Become a specialist. The more narrow your market, the sharper your message. The sharper the message, the more likely it will cut through the clutter of the all the other offerings people are exposed to everyday.

People purchase products or services for three basic reasons: satisfy a basic need, solve a problem, or make themselves feel good. In addition to basic reasons, values promised to the customer are important. Money, time, prestige, reliability, and knowledge are the basic ones. Offer a reason; promise it with a value (proposition) and you are able paint a fuller, more attractive offering to your target.

Along with target audience comes target segmentation. If you delve deep into the marketing world, you will probably find hundreds of target segmentation analytic processes. However, we will start with the first three segmentation categories: Demographics, Psychographics, and Geographics. Basically described, demographics are who to reach; psychographics are how to reach them, and geographics are where to reach your intended target.



These three graphics are most elemental for the purpose of identifying target types.

Demographics describe the profile of a particular market segment:

- Age: children, teens, young, middle, elderly.
- Gender: male, female.
- Education: high school, college.
- Income level: low, medium, high.
- Ethnic and / or religious background.
- Family and household composition: single, married, newly married, divorced, children at home.

Psychographics are the behavioral traits:

- Lifestyle: conservative, exciting, trendy, economical.
- Social class: lower, middle, and upper.
- Activities and interests: sports, physical fitness, shopping, etc.
- Attitudes and beliefs: environmentalist, political.

Geographics are the statistics of where your customers live: Do the majority of your customers live in a single geographical area? Obtaining geographic information of your customers is important because it will reveal customer traits. This is sometimes called cluster marketing as typically customers from the same area exhibit the same purchasing habits that allow you to have a sharper focus on advertising elements.

All three sets of graphics can be expanded to give greater detail, but the point is that all three can have an impact on buying behavior, and they also have an impact on how you should package your service depending on the target you wish to pursue.

In many cases prospective customers don't know about your business, or can't tell the difference between your business and others. That could be a case of an unclear message, or from the wrong people seeing it. A distinctive, practical, and valued offer is ultra-important, but of equal importance is showing that offer to the right people and by also speaking to them in their own language.

Target audience questions:

- Balance size and relevance. Your target audience must be large enough for your efforts to be profitable, but not so large that it is generic.
- Don't make the mistake of trying to appeal to everyone; if you do, you will not be able to effectively differentiate your offer.
- Make it clear (to yourself) who the target is, and who it is not.
- Reinforce the essence of your service by ensuring it is consistent with the characteristics of your target audience.
- Who is your service's best customer?
- How do you describe your best customers?
- Are there opportunities to divide your target users into groups (segments) that will enable you to make your communications to them more relevant and effective?
- What is the value of each target user group to your business? Does the target user group contribute enough revenue to make it worthwhile to market to them?
- What's the 'pain point' for each target user group? Does your offer solve a specific, important need or problem for the target user? Is it a need or problem that another brand or business is unable to solve?

Pain Point – defined:

Particularly urgent and difficult to solve target audience needs are sometimes referred to as pain points. The more urgent and difficult the need, and the extent to which the brand is able to solve that need with a proprietary and unique solution, the more valuable the brand is considered to be.

The less urgent the need, the more likely the brand is to be considered a commodity with little distinction from competing brands.

Marketing proverb: *“If you do not have the heaviest hammer, use the sharpest nail – a small budget encourages a sharpening of focus so you can achieve 2 important (brand) functions above all others: target market awareness, and product differentiation”.*



1. My starting list of the preferred target or targets:

1. _____

2. _____

3. _____

4. _____

5. _____

2. Where are they located?

a. Where do they live? _____

b. Where do they work? _____

3. What are my ideal customer's needs?

a. _____

b. _____

c. _____

4. How am I going to meet my ideal customer's needs?

a. _____

b. _____

c. _____

5. Where are similar concepts used and sold to my customer?

a. _____

b. _____

c. _____

6. What types of media, websites, newspapers, magazines and newsletters do your customers read?

a. _____

b. _____







Persona

You've built your Identity by now; formulated how your USP, positioning and the your target marketing will work together seamlessly. Now it's time to put a public face on it. Putting together your persona pieces is not necessarily an easy task, but you do now have your identity to draw from for the creation of your persona. And to draw from your identity is a must. The persona helps to reflect and reinforce the identity you have created to ensure the message is consistent and relevant to your target.

The four aspects of your persona, your business name; a tagline (if used); the logo design, and any symbol or image (if used) is the culmination of what you represent and what your business stands for. Apart from specific advertising pieces, it is with the persona where people may make their own judgment of your business and what it is. It is in most cases, the first thing they will see when initially exposed to your business, and it is this that will help clarify what you are, but conversely it can also confuse if the persona is unclear and muddled.

People as you know, do judge a book by its cover. So consider the persona the cover for your book, and its content is made up of your identity. A fun part of the business building exercise is coming up with names, slogans and logo ideas. Once you get the creative juices flowing, you'll find the ideas will come fast and plentiful. However, it is important to remember that not just any name or any slogan will do. This is a strategic and important aspect to setting up your practice because your overall name and logo will be leading the way for market visual recognition.

Take your time and consider things carefully. Ensure that once your persona is completed, you have designed it to be the perfect partner to your identity.

The Identity, and how it relates to the Persona:

USP: This is your core benefit. A benefit can be used within a name or a tagline or through the use of a symbol.

Position: This is your business model and what you do and how you do it. This is where you put the USP to work, and by the nature of your offering, you attempt to get certain people to perceive you in a certain way. Matching your persona to your service and benefit can reinforce this. Your name; your logo, etc will influence the impression you make of what kind of



business you are. Strengthen the bond by making sure the persona illustrates your position.

Target: Your persona must be attractive to your target market or markets; the name you call your service; the design of the logo, and the tagline and any graphic you may use, needs to appeal to the type of person you are attempting to entice with your offering.

Derek Armstrong, in his book *The Persona Principle*, states: *“there are 88 persona codes and the #1 code is code of imaging. Your prime directive – above all other marketing considerations – is support of your visible persona.”*





Of all the elements in determining your Identity and your Persona, the name you choose to call your company is one of the most important. This is especially true if you are a new and unknown business start-up. Your business name, like all other elements can (and should) be used as a strategic tool. Naming your business in congruence with your Identity – USP, Positioning, and your Target Market, helps to reinforce your message and what you represent to the marketplace.

The right name can distinguish you from other services, while ideally, reinforcing your personality, brand character, market position and the nature of your offering. For example, the name could be drawn from your USP. A declaration of a strong benefit is required in most medias and the business name lends an opportunity to broadcast it in another way. Your positioning and what you represent, when paired with the name, become synonymous and can create an instant association of you and your service / offering.

The name is just one part of the Persona. The other parts; tagline, logo design, and graphical image or symbol also are there to help contribute to your look and your message. Take these other parts into consideration when coming up with a name for your business and how it will all fit together – the visual; the sound of it, colors and sizes. As a result of the effort to align all parts of your persona, there may be some flipping back and forth as you piece it together and settle on a great name and logo design – with or without a tagline and a graphical symbol.

Over time, you may change marketing tactics or you may rework or redesign your logo and even reevaluate your positioning in the marketplace, but your name must endure. To outright change your business name in midstride can force you to commit extra effort and resources to create marketplace awareness. Of course, if the business is absolutely failing, or the existing name is not appropriate to your business or reflective of what you do, then by all means change it.

Following are a number of suggested do's and do not's in choosing a business name.

- Reflects your service / descriptive of your offering. The advantage to being descriptive in your name as opposed to obscure or vague is that a



descriptive name will instantly broadcast what you do. To what degree will depend on the name, but by being descriptive, you eliminate the need to spend extra dollars and effort to explain yourself because the name itself accomplishes that.

- Easy to remember.
- Easy to spell and pronounce; looks and sounds pleasant.
- Domain / dotcom friendly.
- Think multilingual; what does it mean in other languages that may part of your target groups and areas.
- The font style and colors should fit the rest of your persona, and your identity.
- Do you like the name? You want to be comfortable with it; it plans to be around for a while. Think outside your own perceptions and start by making lists of words and if you are thinking a multi-word name, mesh and mix your words together as you go.
- Avoid the generic; generic names and descriptions are plentiful, lack real meaning, and do nothing to express what you are.
- Avoid the too-unique; hard to spell and difficult to remember.
- Avoid abbreviations and numbers; abbreviations express nothing and numbers could mean anything.
- Avoid owner names.
- Avoid copycatting.
- Avoid too-limiting; services or geographical.

Here are some name types for exploring options and possibly coining your own name:

- Amalgam: Names created by taking parts of words and putting them together: Nabisco (National Biscuit Company).
- Appropriation: Use the idea for one thing and apply it to another: Caterpillar, Reebok.
- Evocative: Invoke a vivid image that alludes to a brand benefit: London Fog, Amazon.
- Neologism: A completely new made-up word: Kodak, Verizon.



- Ingredients: Base the name on ingredients: Clorox for chlorine plus sodium hydroxide, Pepsi for the digestive enzyme pepsin.
- Clever Statement: Names don't have to be just a word or two: Seven for All Mankind, I Can't Believe It's Not Butter.

A name is an asset. Over time, a good-brand-name accumulates value through market awareness and recognition. Identify an attribute you want to reflect in your name. For example; what terms of your positioning statement would you like to support? What aspects of your offering / promise would you like your name to promote? Who is the target you are pursuing and how can your name best speak the target's language?





Tagline

The tagline is the memorable phrase that provides consumers with a quick indication of your product, service, brand and market position. It may just be the most misunderstood, misused, and underused tool of marketing. It is more than just a catchy term or cool slogan and should be considered far too important to be used in some haphazard fashion.

Eric Swartz, founder and president of Tagline Guru, defines a tagline through his own trademarked version; it's your brand that is on the line. "Your tagline", he says, "speaks volumes about who you are, what you stand for and the reason your customer needs you now."

Do you even need a tagline? Look at it this way; the tagline is one of the most versatile tools in your Identity and Persona modules and it can be used to accomplish a useful and specific purpose. It can be an extension of your name; it can describe your service; it can enhance your positioning; it can de-position your competition, and it can create curiosity. Remember that emotionality wins over rationality so you can use your tagline to stir an emotional response from seeing it or hearing it.

In addition, the tagline can be used to clarify your differentiation and a distinct advantage you may have that cannot be easily conveyed in your business name and allows you to do so without repeating the same words or concepts. It can also be an actionable phrase, and even has excellent verb potential.

Start by naming your business, and then take the time to write down dozens of tagline examples. Fit and move words around until you come up with that just write phrase that gives some dimension to your business and your offering.

From M&M's "melts in your mouth, not in your hand" to "Please don't squeeze the Charmin" bathroom tissue, from the "plop, plop, fizz, fizz" of Alka-Seltzer to "Fly the friendly skies of United," there is no light space between the product and its marketing. Taglines or words that work reflect "not only the soul of the brand, but the company itself and its reason for being in business," according to David Droga, creative director of Publicis Worldwide.

A tagline success story When Caroline Merriman, president and CEO of Z to A Leadership, launched her Atlanta-based consulting firm, she settled on a strong business strategy, name and brand image. But she didn't consider



her business identity complete until she attached to her logo a tagline that she says, *"fit our brand and defined our business and its personality," which she describes as "a focused, finely oiled machine."*

Her tagline: Finding the Finish Line First.

"Finding the Finish Line First describes our philosophy on two levels" she explains. "You'll win the race if you find the finish line before anyone else, and you'll find the finish line if you define it and map out a route before you begin the journey."

Some suggested tips for creating a tagline:

- Memorable. So people can remember and recite it.
- Short and simple. Many of the best taglines have fewer than 10 syllables.
- Definitive. Tells what you do, especially if your name doesn't make your purpose clear.
- Distinctive. Defines customer benefits that set you apart from competitors.
- Positive. Inspires good feelings.
- Original. Avoids clichés and copycat ideas.
- Specific. Rejects platitudes or lines that sound like the work of corporate committees.
- Provocative. Makes people think, smile or learn new things about your business.
- Persuasive. Conveys the big idea you want people to know about your business.
- Believable. Reflects the character, promise and personality customers will experience.

Test and retest your tagline. Share it with family, colleagues and friends. See if they understand the tagline and if they can remember it, repeat it and believe it.

Create your tagline, then add it to your logo and marketing media, and use it consistently to provide a shorthand definition of what your business is and stands for.



1. Original and memorable.
2. Short and simple.
3. Definitive and distinctive – tells what you do and defines customer benefits.
4. Positive – inspires good feelings.
5. Avoid clichés and copycat ideas.

MY TAGLINE . . .





Historically, logos have been more of a luxury than a necessity. Businesses once attracted customers because they were the only game in town, so to speak. But that's no longer the case. Today's highly competitive industries, global markets and visually oriented consumers have catapulted the logo to prominence. Now your logo is one of the most critical components of your business.

Your logo is a quick visual cue that conveys the essence of your brand / business in an age when image is everything and time is short. In today's markets, not only do you face ever-increasing competition, you also face an audience accustomed to visually stimulating media, convenience and instant gratification.

Your branding efforts not only start with your logo but also are dictated by it. Your logo appears on all of your media and the Internet, and plays a major part with public perception.

If people can't remember what your logo looks like, they won't remember your business. Think of the logos of some of the popular brands today. Do you think of M-shaped arches, a shell or a swoosh? All are simple concepts, effectively employed by McDonalds, Shell and Nike. How can you tell if a logo's going to be memorable? If you can't look at a logo for fewer than 10 seconds and re-draw it with decent accuracy, it's probably too complex to be easily remembered. (Most too-complex logos can't effectively be reduced in size or rendered in black and white, thus making them useless for elements such as letterhead and other business forms.)

Your logo may be the one of the only things by which a potential customer can judge your business. Think of small newspaper advertisement. Often not a lot will fit in a small space and your contact information and your logo is important to include. If your logo projects the right image, it may be the sole reason someone decides to try your company. Conversely, if it looks unprofessional or is unclear, that alone may be the reason they choose to look somewhere else.

Awareness and familiarity are keys to growing your business, and your logo is instrumental in both areas. Your logo is your brand's most basic graphic element. The right logo helps solidify customer loyalty while differentiating you from the competition.

Your logo affords a unique opportunity for you to look like a bigger (that is,



more established) business than what you are. With the right logo, you can look like a larger company that's been around for a while even if you have zero employees and just opened your doors last month. People who see it will associate the positive attributes of big companies like security and financial stability with your company.

Never, ever re-draw or alter your logo! If you want to animate it for your website, fine, but don't change its essence. Always reduce and enlarge it proportionally. If you become tired of your logo, that's good because that's usually about the time it's starting to make an impression on everyone else!

There are basically three kinds of logos. Font based logos consist primarily of type, otherwise known as a Wordmark. Then there are logos that literally illustrate what a company does, such as when a house painting company uses an illustration of a brush in its logo. Then there are abstract graphic symbols such as Nike's swoosh that become linked to the company's brand.

Colors of your persona and identity

Look at some of the colors in branding. Coke is red. UPS is brown. IBM is blue. These corporations understand the proper use of color is vital to creating a positive image among consumers. Color can play a role in memory recall; it stimulates all the senses, and can instantly convey a message like no other communication method.

Choosing the right dominant color for your persona and identity is important. This color should appear on all your media, website, logo and any type of product display. Colors can evoke psychological responses but they can mean different things depending on the culture, situation and industry. However, in North America, advertising studies suggest some universal meanings:

Blue: Cool blue is perceived as trustworthy, dependable, fiscally responsible and secure. Blue is strongly associated with the sky and sea, blue is serene and universally well liked. It is an especially popular color with financial institutions, as its message of stability inspires trust.

Red: Red activates your pituitary gland, increasing your heart rate and causing you to breathe more rapidly. This visceral response makes red aggressive, energetic, provocative and attention grabbing. Count on red to evoke a passionate response, albeit not always a favorable one. For example, red can represent danger or indebtedness.



Green: In general, green connotes health, freshness and serenity. However, green's meaning varies with its many shades. Deeper greens are associated with wealth or prestige, while light greens are calming.

Yellow: In every society, yellow is associated with the sun. Thus, it communicates optimism, positivism, light and warmth. Certain shades seem to motivate and stimulate creative thought and energy. The eye sees bright yellows before any other color, making them great for point-of-purchase displays.

Purple: Purple is a color favored by creative types. With its blend of passionate red and tranquil blue, it evokes mystery, sophistication, spirituality and royalty. Lavender evokes nostalgia and sentimentality.

Pink: Pink's message varies by intensity. Hot pinks convey energy, youthfulness, fun and excitement and are recommended for less expensive or trendy products for women or girls. Dusty pinks appear sentimental. Lighter pinks are more romantic.

Orange: Cheerful orange evokes exuberance, fun and vitality. With the drama of red plus the cheer of yellow, orange is viewed as gregarious and often childlike. Research indicates its lighter shades appeal to an upscale market. Peach tones work well with health care, restaurants and beauty salons.

Brown: This earthy color conveys simplicity, durability and stability. It can also elicit a negative response from consumers who relate to it as dirty. Certain shades of brown, like terracotta, can convey an upscale look. From a functional perspective, brown tends to hide dirt, making it a logical choice for some trucking and industrial companies.

Black: Black is serious, bold, powerful and classic. It creates drama and connotes sophistication. Black works well for expensive products, but can also make a product look heavy.

White: White connotes simplicity, cleanliness and purity. The human eye views white as a brilliant color, so it immediately catches the eye in signage. White is often used with infant and health-related products.

All the colors above can be categorized into two basic categories: warm and cold. In general, warm colors, like red and yellow, send an outgoing, energetic message, while cool colors, like blue, are calmer and more reserved. However, brightening a cool color increases its vibrancy and reduces its reserve.



Some suggested tips for logo design.

- Look at the logos of other businesses. Do not look to copy or emulate other logos, but you can gather ideas from well-designed logos.
- Focus on your message. Decide what you want to communicate about your company. Does it have a distinct personality-serious or lighthearted? What makes it unique in relation to your competition? What is the nature of your current target audience?
- Make it clean and functional. Your logo should work as well on a business card as on the side of a truck. A good logo should be scalable, easy to reproduce, memorable and distinctive. Icons are better than photographs, which may be indecipherable if enlarged or reduced significantly.
- Your business name will affect your logo design.
- Use your logo to illustrate your business's key benefit. The best logos can make an immediate statement.
- Don't use clip art. However tempting it may be, clip art can be copied too easily. Not only will original art make a more impressive statement about your company, but also it'll set your business apart from others.
- Choose colors carefully. One thing you need to be careful of as you explore color options is cost. Your five-color logo may be gorgeous, but once it comes time to produce it on stationery, the price won't be so attractive. Nor will it work in mediums that only allow one or two colors. Don't exceed three colors unless you decide it's absolutely necessary.
- Avoid too much detail. Simple logos are recognized faster than complex ones. Strong lines and letters show up better than thin ones. Clean, simple logos reduce and enlarge much better than complicated ones. Although your logo should be simple, it should not be simplistic. Good logos feature something unexpected or unique without being overdrawn.
- Your logo should be artistically balanced. The best way to explain this is that your logo should seem balanced to the eye--no one part should overpower the rest. Just as a painting would look odd if all the color and details were segregated in one corner, so do asymmetric logos. Color, line density and shape all affect a logo's balance. Keep in mind to avoid sharp edges. Rounded corners and circular logos are some



of the world's most popular.

- Once you commit to your logo design, be sure you have it in all three of these essential file formats: EPS for printing, JPEG and GIF for your website. Essentially, these file conversions render your logo as a single piece of art so it is no longer a symbol with a typeface.

Creating a logo sounds easy and it can be. Just remember to keep your customers and the nature of your business in mind when you put it all together. In time, you'll have succeeded in building equity in your trademark, and your logo will become a positive and recognizable symbol of your service.





Symbol

As mentioned in the logo part of the persona, there are three basic types of Logos. To expand on that, we will look at Text, Symbol, and Combination Logos.

A text logo is called a logotype or wordmark, and is largely made up of the text of the company's name. This type of logo can have some graphic elements—lines, boxes, borders—that interact with, surround, or even form the letters. However, the graphic elements should be used as an accent to the text, not as a major or equally weighted part of the logo.

If done right, symbols can be used to exploit the most unconscious-level of human desire, thus when incorporated into the logo design, symbols gracefully create associations between a company and that which the company would like to represent.

A text logo works well when:

You have a multi-word business name. If your business name is made up of many words, that are not commonly or easily abbreviated, or when an abbreviation may not be appropriate developing a text logo will keep the logo design as simple and clean as possible.

You're designing a logo for the long haul; there is less concern about your company outgrowing a text logo; they are timeless and classic.

Trademark protection is highly important—as long as your business name is unique, then a text logo will also be unique.

A text only logo may not be the right choice if:

Your business name is not unique; this can cause difficulty building your brand recognition. Then, without a symbol, the logo will be more difficult to remember or to associate with your business.

Your business name does not describe what you do; it can be hard to tell what products or services you offer when just a text logo is used. Taglines or other graphic elements will need to be employed to tell your audience more about your business.



A symbol logo is the opposite extreme in design from a text logo. This type of logo includes neither words nor letters—only symbols, images and shapes.

A symbol only logo works well when:

Your company already has a high level of brand recognition. If who you are and what you do are already widely known, then you can use a symbol logo as an elegant and clean solution.

You have been using a combination logo for some time and have now built up enough brand recognition for your symbol to stand-alone. This is a common transition for a logo design to take when your company grows.

You have a unique symbol in your industry—you wouldn't want to be confused with or mistaken for anyone else in your industry.

A symbol logo may not be the right choice if you are a company just starting out. You must have the budget and desire to educate your audience on your new symbol logo. This can be a difficult task.

A combination logo that in some manner combines both a symbol and the company name. The symbol and text can be integrated together, side by side, or with one located above the other.

Combination logos are the most common type of logos:

A combination logo offers the best of both worlds. This type of logo offers a memorable logo graphic that tells the story of who you are, what you do, and what makes you different, all in conjunction with your business name for easy identification.

A combination logo is an excellent choice for a small or medium sized company or a company just starting out to begin to build brand recognition, because a combination logo is both visually strong and explanatory. The symbol can speak to the services that the company offers, while the company name increases the company recognition.

Combination logos are easier to copyright and protect than a symbol only logo, because the logo symbol will always be used in conjunction with the business name. This automatically makes the logo unique.

Some suggested tips on creating a symbol for your logo:

- Storytelling. Remember, not all symbols are created equal so choose a symbol that tells a story. Do your research and make sure the symbols incorporated in your logo are not just pretty faces, but convey clear and concise representations.
- Examine symbols from multiple and international perspectives. What a symbol represents in one culture may not be what it represents in another. This is crucial for companies who seek to create an international identity.
- Do not use multiple symbols in one logo that might possibly represent conflicting ideas. It is OK to combine forces, but be careful to not overload on symbols, or couple symbols that cause friction. You want the logo to express a unified message.

A logo should communicate something. That something is left up to the client to determine and the designer to execute. Symbols are powerful communication devices when used wisely. One smart symbolic element in a logo design can express everything, but there is a need to be careful to express one thing well, not many ideas poorly.



PERSONA DESIGN			
Graphic Artist:			
Item	Description / Idea	\$	Notes
Name			
Tagline			
Logo			
Symbol			
	TOTAL		

IMAGE TYPES

.JPG:

This universal file is optimized to use in onscreen applications, such as the Internet, e-mail and PowerPoint presentations. It uses a high degree of compression to create a smaller file size. It is not well suited for printing, however.

.PNG:

PNG files are lossless, which means that they do not lose quality during editing. This is unlike jpegs, where they lose quality. PNG files tend to be larger than jpegs, because they contain more information, and are lossless. PNG files do not support animation. For this purpose, a gif should be used.

.EPS:

This is the file type that your printer will need to print business cards, signs, brochures, etc. It is the most accurate file and can be scaled to any size without degradation. Make sure to take this file to anyone that will be printing or creating signage. Unless you have more serious graphic editing programs such as Adobe Illustrator, this type of file may not be useful to you. (This file is an Illustrator EPS 8.0 file).

.TIF:

Although it may not look great on screen, the print quality for this file format will be excellent. The file is perfect for use in office applications like Microsoft Word where you will be printing pages on Inkjets or Laser printers because we save it as a 300 DPI (Dots Per Inch) file. This file is not designed to use in web pages and to send via email.

VECTOR:

Vector formats can be enlarged as much as you want without losing quality of the image. Logos, illustrations, layouts, and most anything that is not a photo or photo-realism graphic is made in vector format. Logos can easily be resized from as small as using it on a business card to as large as outdoor signage without becoming distorted at all. Vectoring a graphic comes after the graphic or image is completed.

