

# 6 STEPS TO BRANDING SUCCESS FOR SERVICE PROFESSIONALS



BRANDING STARTUP GUIDE

# Thanks For **Downloading** My Branding Startup Guide!

In this digital era, effective branding is truly a necessity for all coaches, consultants and service professionals. After all you are part of your BRAND! A brand is the way a prospective customer feels after they come in contact with or do business with your company. That is why some of the best businesses leave you with an euphoric feeling. Trust me, it did not happen by accident but with great intention.

In this guide, I am going to teach you how to turn your business into a memorable brand and be more intentional in 6 steps.



# The Branding Process Can Be Easy

Branding isn't a one-time thing but a continuous process. It also can be fun and work like magic once you get the hang of it. Branding is a mix of many things such as your logo, your company's brand colors, your marketing materials, your social media profile, your website content, etc. Branding is a lot of work but when each layer comes together it can be a magical moment.

First, we are going to start off talking about the **company's logo**. A company logo is very important and should be treated as such. Get a boring logo and you can have a boring brand.. lol no but seriously! Prospects remember things like your logo so it pays to have a memorable one. Keep it professional and meaningful.

A logo plays the role as the emblem or face of a brand. Can't you just picture the golden arches whenever someone mentions McDonald's? Yes? Well, that my friend is the power of branding. Brands like McDonald's and Apple are examples of the power and longevity of awesome branding.

# A Goal In Mind For Your Brand

What are your goals for your brand? Do you want to just make money or plan on making a long-lasting impact in the world? A brand can do both when made with the right intentions. A brand should always be built with a goal in mind. Truthfully, this will be your **mission statement!**

A mission statement according to entrepreneur.com, defines what an organization is, why it exists and its reason for being. Coming up with a mission statement can give you a bunch of clarity on why you are in business in the first place, what you plan to accomplish and help you shape your brand identity.

## Check out these mission statements below for inspiration:

- Chick-fil-A's Mission Statement - *"To be America's best quick-service restaurant at winning and keeping customers."*
- Coca-Cola's Mission Statement - *"To refresh the world... To inspire moments of optimism and happiness... To create value and make a difference."*



# Getting Your **Style Together**

A logo is only the first element of your Brand's style! You also have to use specific colors, fonts and a brand voice when marketing. This is called your Brand's style! Using **specific colors** such as the ones in your logo can create brand awareness and make your business easily recognizable. Certain **fonts** used over and over again can also become a surefire branding technique that can help you with brand-building. Also, when marketing on social media or creating website copy, it is imperative to create a **unique voice or tone** that you write in that can connect to your target audience. A strong brand voice grabs your audience's attention and makes your brand feel authentic to them.

Think about Flo from Progressive, she is relatable, funny and talkative. She is the brand voice and face of Progressive because Insurance is normally a boring topic. Using Flo as the brand voice keeps their audience's attention. Progressive is no doubt a strong brand that utilizes everything I just said. Pure branding at it's finest!

# Images and videos are your brand

I can't stress this enough.. Get professional photos taken! There I said it.. They will do your branding efforts justice. Photos and videos can leave a lasting impact on your potential customers because they actually can see the face behind the brand. I truly believe every business owner should get at least one professional photoshoot for their business. Also, with the new technology that we have now, it's not that hard to pull out your new iPhone or Samsung device and take a few high quality photos of you dressed for success.

**Business photos** serve many purposes and are a necessity. You can use business photos for your website, social media content, advertising, emails and all of your marketing materials. Your future self will thank you for it! Get it done!

**Read this quote from Jeff Bezos, Founder of Amazon:**

*"Your brand is what other people say about you when you're not in the room."*

***"The way a company brands itself is everything - it will ultimately decide whether a business survives."***

**- Sir Richard Branson**



Hey, my name is **Antoine Harris** and I'm a website designer and strategist at **Decisive Marketing Solutions**. I want to personally thank you for taking the time to download and read through **my FREE Branding Startup Guide!** I hope it has brought you much needed clarity for your business.

At **Decisive Marketing Solutions**, we build beautiful and strategically designed websites, logos and provide branding collateral for service-based entrepreneurs to improve their web presence, attract customers and increase their sales. For Logo and Website Design Services, contact us at our website:

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