



## BRANDING – YOUR PROMISE TO YOUR CUSTOMERS

*Branding is not about you. It's about your customers, prospects and employees and what your product or service – in fact, your whole company – can honestly do and be for them.*

### Questions:

1. **What are you?**
  - **Freelancer** (You do the work, and you're in direct contact with all your clients. If you stop working, you will stop getting paid. *Ex: architect, photographer, designer.*)
  - **Entrepreneur** (If you stop working, the product/service you've created can continue functioning on its own, and you will continue getting paid. *Ex: app developer, writer, course launcher*)
2. What is **your superpower**?

## The 4 steps to build your brand

**Step 1: Discover** who are your clients and what story do they tell to themselves when buying your product?

- Research the market for similar cases. See who has done it before, how has done it, and what people say about it.
- Find potential clients in your friends' network and talk to them one-on-one: make a list with their needs, questions, hobbies
- Find connectors that could introduce you to their community, and ask them about the habits of those people. Tell them what you do, and see if he can see a match
- Do paid surveys to ask people your questions

**Step 2: Define your solution** on how will you help them using your distinctive qualities (or super-powers)

- Get clear about your service or product
- Ask people about it – what they think
- Build a prototype and give it to people to test
- Get feedback about how people experience it, and how they use it, what they think about it

**Step3: Outline your message and position on the market** once you know for sure who your target audience is.



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- **Brand positioning statement (your tagline)** – tell it to a 5 years old and see if he/she gets interested about it
- **Get clear with your boundaries** - will you be the affordable service or the exclusive one? Will your clients know you for the low prices, or for the tailor-made service?

#### **Step 4: Develop your brand identity**

- **Name, logo, colors, fonts and overall visual approach** – this can be time consuming, but it will give you the visual image of what your brands stands for. And it is the bridge between you and your customers (who are also visual persons)
  1. *Name* – use your name; or use verbs that shows how you find a solution to customer’s problems. Or the name should indicate the results you’re obtaining for your clients.
  2. *Logo* – there are many different styles here, and I advise you to take some time to consider what style fits you best? Wordmark, iconic, abstract, letterform, emblem.  
*Also, feminine / masculine, simple/complex, classic/modern, playful/futuristic, young/mature, colorful/conservative?*
  3. *Colors* – should convey the emotions you want your clients to feel – colorlover.com – print some samples and take them with you for a few days
- **Your distinctive brand voice** – can be used from day 0, even before you have a website. And it’s meant to help you connect with your customers at the level you want them to connect with you. Ideally, this is made to attract the right customers.
  - a. **Friendly, or bossy**
  - b. **Expert voice**
  - c. **Empathic person voice?**
  - d. **Quiet, listener voice?**
  - e. **Etc**
- **Your branded materials** - after the voice, this is the second most important material you put out here to connect with your customers
  1. **Your invoice** – it the first element that says you’re professional and you’re not playing and you mean business
  2. **Your email signature** –
  3. **Your sales deck (PowerPoint)** – still the most affordable tool for the startups
  4. **Your website**



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## **The right time for a branding work**

Ideally after 3 months in business, or after you have a couple of clients or testers, and started gathering feedback about your product or service. With thefeathers.ink I started building the brand 8 months in the business, just after I tested the prototype with my clients, and before I went public

Question to ask: *What is the hard part of the business?* Do that first, then you will get it when the branding time has come.

## **Inspirational Resources:**

colorlover.com – look for colors, print them on paper and take them with you for 5-7 days

dribbble.com – inspiration for logos

canva.com – design inspiration and draw it yourself