

LESSON #2 finding your brand

How do you decide on a brand?

Small business owners, and non-famous people & speakers, do not likely have the luxury of millions of dollars to force a brand on the public, so how does small business build brand?

- Is it about choosing corporate colors?
- Is it about choosing a brand name?
- Is it about a logo design?
- Is it about your digital branding assets?
- Is it about creating a cool tag line, i.e.: Just Do it?

You will make those decisions eventually, but first let us clarify a few things about brand.

1. Defining _____ and who you _____ is crucial to building a successful brand.
2. Branding _____. Some of this “branding” already exists in you or your small business organically and can be leveraged.
3. Who and what you are exists in your _____.
4. Whether you are designing, writing, directing, building, or planning, a simple _____ of _____ can be your North Star, guiding your decisions through the process.
5. Stop trying to be unique OR better. Be _____ instead.

“ _____ IS BETTER THAN BETTER.”

Putting together your brand story.

Many businesses, armed with an existing brand kit, want us to build a website.

That means we must use specific colors, a specific logo, a specific font...a specific phrase etc... whatever is in their brand deck.

[Refer to Canva – How to Build a Brand Kit](#)

Our clients want to be consistent with the use of their distinctive assets in copy and packaging or what we build online.

However,

Our actual job is telling your company's _____, while leveraging any assets in your brand kit, but sometimes these conflict.

People buy from people they _____ and _____.

The about us page is usually in the top 3 most visited pages page on a website. Why is that? This tell us that people are interested in your story.

How can you build a brand story? With _____; _____
_____.

Hypnotic Selling Stories - The 3 Act Movie Master Plan

Act 1: Establish your _____ and _____.

- a. What were things like before trouble began?

b. Who is the villain, the person or organization responsible for chaos? Introduce them...

c. Focus in on the main problems and struggles that are faced not just you the hero but by others in the same situation. I.E. "Like client X who had already been."

Act 2: Escalate the _____ and embellish the _____.

a. Explain how the struggle is increasing and the problems are getting bigger.

b. Explain how the old solution is inadequate.

c. Talk about the turning point. What did you learn? Whose you learned from? What did you do to make yourself stronger than the villain? (The Rocky Montage) Note: "Link to "high value" sites that can help the reader."

Act 3: " _____ " and the " _____ ."

a. What was the solution? The ultimate battle weapon?

b. What is the result of the final battle?

c. What is the new normal?

Other ideas to incorporate:

- 3 things your friends say you value in life
- 3 people you admire
- Your favorite color (what inspires you?)
- Your favorite scene (if you could be in your own movie where would you be right now)
- Are you "dominant" or "flow with?"
- Are you "formal" or "informal?"

- Hardest lesson you had to learn (pain point).
- Name 3 hurdles you had to get through to be where you are now.
- The #1 trait you value in others
- You would fire the person who does this.
- Your big hairy audacious goal.
- Your big 3 must do's in this decade.

Exercise

Write a personal story, in bullet point form, with reflections about you, your struggles, where you were vs where you are now.

Act 1:

Act 2:

Act 3:
