

beyond the logo



ANYONE WHO GENUINELY AND CONSISTENTLY,
WITH BOTH HANDS, LOOKS FOR SOMETHING,
THEY WILL FIND IT.

- RUMI



What is branding?

Let's begin with what Branding is not. It's not a logo, product or even the look of a brand. It's not the website, it's not the store-front.

It's very common that a logo bears all the weight of a brand, but it can't do all the heavy lifting.

A brand is a person's gut feeling about the product, service or organization. Woah, consider that, it's a gut feeling, that's it.

Your business is further expressed through the words of others. When we truly appreciate that it's not what you say it is, it's what THEY say it is then we can start to influence the market powerfully.

A brand is a growing, evolving organism created by multiple factors. And when all the factors of a brand come together with clarity, the market recognizes it immediately.

This module offers a chance to pause and reflect. Use the worksheet to get a richer understanding of your brand and what you are about.

Let's get to work influencing people's gut feeling about YOUR brand.

Enjoy the process!

Starting with what we already know so well you can create a great warm up. Have a look at these three brands representing products, personal brand, and services. It won't take you long to describe them in three words.

ACTIVITY 1 > DESCRIBE WELL KNOWN BRANDS

Without editing, write down the first three words that come to mind when you think of these three brands.



1. _____

2. _____

3. _____

1. _____

2. _____

3. _____

1. _____

2. _____

3. _____



It's very likely that you can easily describe other brands in your industry. You check out their website and follow them on Instagram. What do you say about them? If you admire them, what for?

ACTIVITY 2 > DESCRIBE YOUR COMPETITOR'S BRAND

Now, think of at least one other brand that operates in the industry that you're in, perhaps even a competitor. Just like before, write down the first three words that come to mind when you think of them. No editing!

1.

2.

3.



With a pinch of perspective and a heaping of honesty, it's time to review your brand as it is today. Scan your social media, your website (if you have one) and even your closet. How do you describe your brand (whether personal or business)

ACTIVITY 3 > DESCRIBE YOUR BRAND NOW

Write three words that you would use to describe your brand today. Resist the urge to use words like “possibility” or “empowerment”. Drill down deeper and get to essential words that are more unique to you.

1.

2.

3.



This is the point at which we need to check if there are any gaps between how you describe your brand or business and what your audience / clients say about it. This probably makes you feel uncomfortable, but my request is for you to be in it, to try it on.

ACTIVITY 4 > GET OUT THERE

Now that you know how you describe your brand, the moment of truth is whether your brand is authentically representing it.

If you've already started your business, ask three individuals - past clients, trusted friends (the ones who keep you honest!), or family to do the same word association with your brand.

Ask them to list the top three words (again, no editing or rebutting) that come to mind when they think of your brand.

If you haven't yet started your business do the same exercise asking the question "what are my strengths?"

List the three key words you got from the outside perspective:

- | | | |
|----|----|----|
| 1. | 1. | 1. |
| 2. | 2. | 2. |
| 3. | 3. | 3. |

Circle the surprises.

Underline the ones you like.



Any ah-ha moments? What did you discover? Was there a gap between how you described your business and how others did? Jot down a few thoughts.

ACTIVITY 5 > REFLECTION

Note the differences as you reflect on the previous activity.