

# TAILORING *your* BRAND

Five top tips to truly tailor your BRAND for business success

## **ONE – BACK TO BASICS – GET CLEAR ON WHAT YOU ARE ALL ABOUT**

You are your brand.

Nope, not the pretty logos. Nope, not the colour palettes, Nope, not even the business cards you spent a fortune getting customised!

You – your story – and YOUR SERVICE! You are selling you and what you are all about. Being clear on this before you start will be the best marketing initiative you ever do! Your brand will evolve as you do!

## **TWO – STOP THINKING ABOUT HOW YOU WANT TO COME ACROSS**

Building a brand that people identify with and trust takes time. If you are starting out with a blank sheet of paper and trying to 'create' a brand you will end up coming across as unauthentic and run the risk of your marketing not 'speaking' to your ideal client. Your voice will be the starting point for brand creation.

Allow yourself to focus on your mission and true business values and you will evolve a brand that is as unique and authentic as the service you provide.

## **THREE – BE CONSISTENT, BUT DONE IS BETTER THAN PERFECT**

I see you sat there with the content ready to go, but the graphic isn't aligned and the text isn't quite the font you want!

So what? As I said before your brand will evolve, change and grow as you and your business does. Your audience in the first instance need something to connect with so please get it in front of them! Let them see what you have to offer. It is better that it is in front of the world with a typo that saved on a server.

## **FOUR – CONSISTENCY IS KEY**

One of the best ways to be consistent in your social media output is to create a content plan a month in advance and work to the content you have already prepared! There are so many social media platforms! It is unrealistic to think that in the beginning as a one women show that you will be able to engage in a meaningful way on all of them!

Meaningful targeted engagement will always give you more reward in building brand awareness than scatter gunning every area of social media with watered down and useless content.

What are you trying to get your audience to achieve? Can you tell that from every post/interview/video/podcast that you take part in?

We need help to keep our mind in the right place and introducing routines and habits are one of the simplest ways to make real long term SUSTAINABLE changes to your mind-set. Consistency is key!

## **FIVE – ALIGN YOUR BRAND WITH HOW YOU MARKET YOURSELF!**

As important as it is for you to develop a clear message to put out to your customer, your message is irrelevant if you are not reaching the audience who will benefit from your service value.

Make sure that you are engaging on the platforms where your target audience will see and hear your message. Market research will be invaluable as you start your business and do not assume what you think you know based on experience.

By taking your business online, you are no longer only offering a service to the 500 people network your have online - You are ready to be in front of the WORLD!

*Lisa Marie Hamilton*