

Welcome

TO THE BUILD MY BRAND GUIDE



Creative
CONSULTING

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Build my brand

BRAND

Brand is a perception in the mind of your audiences - an idea. It's what people think and feel when considering your product, mission, customer experience - everything that makes up your company or organization.

BRANDING

Branding is the ongoing effort to shape your audiences' perceptions - customers, clients, employees, etc. It's a step-by-step process and strategy that gives meaning to your product and organization. The goal of branding to establish a significant and differentiated presence in the market that attracts and retains loyal customers/clients.

BRAND EXPERIENCE

Brand experience is the sensations, feelings, and thoughts that your brand identity brings to your audience. In other words, it's the space between your branding and your brand.

BRAND EQUITY

Brand equity is the commercial value of your brand. It's based on what customers are willing to pay for your name rather than the product or service itself. BRAND

STRATEGY

When taking your audience into consideration, your position in the marketplace, and the goals you establish when it comes to your brand, that, my friend, is brand strategy.

Branding

YOUR TARGET AUDIENCE

Identify your target audience - Who are you trying to reach? Who is your ideal client? Research who these people are, what they do, where they go, what websites they visit, what they search for, and most importantly, what they need.



DEFINE YOUR BRAND

Define your brand - What benefits, products or services do you offer your customers/clients? Remember, the benefits of your product or service are NOT the features of your product.



BRAND MISSION

What's your Brand mission - What does your brand stand for? What are you trying to achieve?



Branding

BRAND STORY

What's your Brand story - Your mission is what you're setting out to do, whereas your story is the "why." Refer to the 5 W's - WHO are you trying to reach? WHAT are you trying to do? WHY are you doing it? WHERE will you do it? WHEN will you achieve it?

BRAND OR REBRAND

Are you creating a brand, or rebranding?

- First, you'll need to identify a theme. You want your brand to work for you and sell your product.
- Second, you'll need your brand identity deliverables - This means your logo design, stationary design, promotional materials, brand guidelines - fonts, colors, language & photography.
- Third, you'll need a website that incorporates everything your brand has to offer.

BRAND ROLLOUT

The rollout - Give yourself enough time and don't rush it, prepare all of your brand touch points, and finally, create a launch calendar.



Get in touch



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Good Luck!

Running a business can definitely be challenging, especially when it comes creating & maintaining a brand that's true to who YOU are.

If you're interested in getting more help with your brand, and doing some one-on-one work with me, I offer a FREE consultation. I would love to see what struggles you're facing, and how I can help.

Visit the [website](#) for our list of affordable services.

Talk soon!
xoxo Ashley