



# BRAND STRATEGY

Without brand strategy your business  
is just sitting there hoping people find you.

**FIRST LET'S BE CLEAR:**

**YOUR BRAND IS NOT...**

...Your logo.

...Your business identity.

...Your product or service.

Your brand is a person's gut feeling about your product, service or company.

It's a gut feeling because we're all emotional, intuitive beings, despite our best efforts to be rational. It's a person's gut feeling because in the end your brand is defined by individuals that find you, not by your company, or the market or the general public.

-Marty Neumeier, The Brand Gap

So your brand is NOT what YOU say it is.

It's what THEY say it is.



## WHY IS BRANDING IMPORTANT?

If you're like the vast majority of business owners, you believe you control your brand. But you don't. Your brand is being CREATED by EVERYONE who interacts with your business while you're doing something else. This means EVERYONE ELSE is shaping the people's perception of what your products and services are about. With little or no influence by you. Think about that! Really, think about it!

Fundamentally, your brand creates TWO CRITICAL COMPONENTS for your business: DIFFERENTIATION and TRUST

**Differentiation** is how well you stand out from your competitors in your crowded marketplace. Simply, if you don't stand out, you won't be found and you'll miss sales..

**Trust** is the fundamental goal of your brand. It's the ultimate shortcut to whether people buy from you or not. Trust is critically important to how successful your business will be.

HOW DO YOU DIFFERENTIATE & BUILD TRUST?

## BRAND STRATEGY

Brand strategy is your plan to get from where you are to where you want to be!

It's discovering, understanding and clarifying how your business looks, feels, speaks, sounds, acts, thinks and connects in the ways that resonate with your audience, connects to the journey they're on and helps them discover the outcomes they want - through your offers.

Brand strategy makes it easier to build trust with your audience. It defines how you stand out from the crowd. And it helps you connect your brand to the people who need what you offer. It's *the* vital key to your long-term success.



# BRAND STRATEGY REMOVES THE GUESSWORK!

Brand strategy clarifies who you are as a business, who your buyers are and how you connect with them. It helps you position your products and services so you have a voice in shaping people's perception of what you offer, but more importantly how your offer solves their problems.

It's your clear roadmap for connecting your brand to the right clients and customers.. That way your business isn't just sitting there hoping for people to find you.

**Every business that wants to be successful and more profitable needs to have a brand strategy. Every business that wants to grow year-over-year needs a brand strategy.**

## THE NEXT PAGE OUTLINES THE PROCESS



## WHAT'S NEXT?

If you've got a great product or service and people aren't buying ... you need brand strategy.

If you're not filling your appointment book ... you need brand strategy.

If you're uncertain how to truly connect with your ideal buyers ... you need brand strategy.

If you're still unclear how to use your website and social media ... you need brand strategy.

If the brand you've tried to build isn't getting you results ... you need brand strategy.

AND ... If you're successful and ready to upscale your business ... you want brand strategy.

**I WILL HELP YOU SOLVE THESE PROBLEMS, AND MORE!  
CALL OR EMAIL ME TODAY!**





# GOT QUESTIONS?

PLEASE BE IN TOUCH...



## DOING GOOD for You

We know your business is unique. So we take the time to discover and learn what makes your brand different. This allows us to deepen your connection with your audience and craft a brand that will get you from where you are to where you want to be. .

## DOING GOOD for the World

For us, DOING GOOD is making a tangible, positive and lasting impact in people's lives. One of the inherent ways we do this is by donating a percentage of our gross revenue to grassroots charities who's directly changing people's lives.

## CONTACT ME:

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**Get Noticed +**

**Connect With Buyers +**

**Grow Your Brand**



## Dawud Miracle Chief Strategist

I have designed and developed websites since way back in 1998. With more than 25 years of experience I've seen it all. And that keeps me focused on solid online business practices rather than short-lived fads.

As our Chief Strategist I oversee & consult on all projects. My primary role is to take you through our Brand Strategy Process & build your Brand Roadmap - your plan to reach your goals..

When I'm not helping you grow your brand or develop your website you'll find me spending gobs of time with my 4 kids roaming around Boulder, CO.