

# WHAT REALLY IS A BRAND?

Simplifying what your brand is & how you use it  
to create the best customer experience.

A brand is not a logo,  
it's an experience.

- Marty Neumeier

# The Term 'Brand' Gets Used a Lot.

## **BUT WHAT DOES IT REALLY MEAN?**

Your brand is more than just a logo, a tagline or a product. **Your brand is the heart & soul of your business.**

It's the **perceptions, experiences & emotions** people associate with your business. It's the promises you make to your customers & the impressions you leave with them.

So, *really*, **your brand is the experience your customers have** when they interact with your business. It's the emotional response, perceptions, & memories that shape their relationship with your brand.

Your job is to **develop a brand that helps shape their experience**. Get it right & you'll cultivate an experience that builds a deeper level of trust, loyalty, & advocacy.

It's not just what you say, but how you make people feel. It's the lasting impression you leave. Just remember, **your customer & their experience ultimately says what your brand is**, not you.

# Shaping Your Customer's Experience

**A brand is not what you say it is. It's what they say it is.** - Marty Neumeier

## WHAT'S NEXT?

While your customers have the final say of what your brand is, you can have a great impact on how they perceive your brand.

In the following pages you'll find **10 of the most important pieces** that make up your brand. Each of these pieces include a simple, easy-to-understand definition as well as a section that illustrates what happens when each piece is neglected.

Together, **these 10 pieces give you a foundation** to shape people's experience of your brand; giving you a say in how they experience and perceive your brand.

# 01. Brand Purpose

## WHY IT'S IMPORTANT TO YOU...

**Your brand purpose is your "why"** - the reason your brand exists & the impact you want to make. It gives your business direction & fosters a deeper connection with your audience.

## WHEN DONE POORLY OR NEGLECTED...

When your brand lacks a clear purpose, **standing out from your competitors becomes challenging**, It makes your brand easy for people to forget.

How clear is your Brand's Purpose?

## 02. Brand Vision

### WHY IT'S IMPORTANT TO YOU...

Your brand vision is about having a **clear & compelling picture of your brand's future**. It keeps you focused, motivated, & helps customers understand your aspirations.

### WHEN DONE POORLY OR NEGLECTED...

Without a clear brand vision, your business will **struggle to find direction, hindering progress**. This can lead to team disconnection, low motivation, & customer confusion.

Is your Brand's Vision confusing for you & your customers?

## 03. Brand Values

### WHY IT'S IMPORTANT TO YOU...

Your brand values guide your behavior & decisions, shaping your identity & building culture. Defining them clearly **builds an authentic brand that connects deeply with your audience.**

### WHEN DONE POORLY OR NEGLECTED...

If your business hasn't defined its core values, **you will struggle to attract customers who share those values** as well as like-minded employees who want to work in a strong company culture.

How often do you refer to your Brand's Values when decision making?

## 04. Brand Personality

### WHY IT'S IMPORTANT TO YOU...

Your brand's personality is the **unique traits that set you apart** from competitors. They connect your brand with your audience, creating a consistent tone & voice to build trust.

### WHEN DONE POORLY OR NEGLECTED...

If your brand lacks personality, it will be seen as dull & forgettable. This makes it **difficult for customers to connect emotionally**, resulting in low engagement & sluggish sales.

Are you showing your Brand's Personality in your marketing?



## 05. Brand Voice

### WHY IT'S IMPORTANT TO YOU...

Brand voice shapes how your brand communicates, including tone, language, & style. A distinct **brand voice** **creates a memorable & engaging brand** that stands out in a competitive market.

### WHEN DONE POORLY OR NEGLECTED...

If your brand lacks a consistent voice, **your messaging will be inconsistent & will confuse your customers** about your brand's purpose, making it challenging to build trust & credibility.

Is your Brand's Voice consistent across all your communications?

## 06. Brand Identity

### WHY IT'S IMPORTANT TO YOU...

Your brand's visual representation, including logo, color scheme, typography, & design elements. A consistent brand identity is important as it **helps you stand out from competitors and be memorable to your audience.**

### WHEN DONE POORLY OR NEGLECTED...

If your brand lacks a consistent visual identity, you'll likely struggle to stand out in your market.

**Customers may not recognize your brand** nor connect it with your specific products or services.

How consistent is your Brand's Identity across all your touch points?

## 07. Brand Positioning

### WHY IT'S IMPORTANT TO YOU...

Brand positioning is how you're perceived in the market. By **understanding your audience & aligning with their lives**, you create a focused strategy that connects with customers & sets you apart from competitors.

### WHEN DONE POORLY OR NEGLECTED...

If your brand positioning isn't well developed, you'll likely struggle to stand out from competitors & **fail to capture the attention of the people** in your target audience.

Is your Brand's Positioning firmly aligned with your ideal customers?

## 08. Brand Story

### WHY IT'S IMPORTANT TO YOU...

Your brand story is a compelling narrative that conveys your brand's history, values, & mission. **It connects emotionally with your audience**, deepening your connection & setting your brand apart from competitors.

### WHEN DONE POORLY OR NEGLECTED...

Without a compelling brand story, **your messaging will come across as dry & uninspired**, making it difficult to build emotional connections with your customers' need for your products & services.

How effectively are you using your Brand's Story to connect with people?

## 09. Brand Promise

### WHY IT'S IMPORTANT TO YOU...

Your brand promise is the **commitment you make to your customers** about the benefits they can expect from your brand. It sets & delivers on expectations; building trust, loyalty, & nurturing life-long customers..

### WHEN DONE POORLY OR NEGLECTED...

Without a well defined & clear brand promise, you'll **struggle to build trust & credibility with your customers**. You may be seen as insincere or misleading, & you'll struggle to retain customers.

What do your customers understand about your Brand's Promise?

# 10. Brand Messaging

## WHY IT'S IMPORTANT TO YOU...

Your brand's messaging **communicates your value through clear content that resonates with your audience**. It engages your audience, connects with them, & helps you achieve your business goals.

## WHEN DONE POORLY OR NEGLECTED...

Without a solid brand messaging strategy, **you'll struggle to build awareness and connect with your target audience**. Ineffective messaging will lead to marketing efforts that simply fail.

How effective is your Brand's Messaging at connecting with people?

# Now That You *Really* Know What a Brand is...

How did you do with the questions I asked at the end of each brand piece? **Use the checklist below to mark which brand pieces you've nailed.** *Don't mark the ones that need some work (or are neglected completely).*

☐ 01. Brand Purpose

☐ 02. Brand Vision

☐ 03. Brand Values

☐ 04. Brand Personality

☐ 05. Brand Voice

☐ 06. Brand Identity

☐ 07. Brand Positioning

☐ 08. Brand Story

☐ 09. Brand Promise

☐ 10. Brand Messaging

## Did you check more than 7 boxes?

If so, great! Keep evolving your brand. But **if you checked fewer than 7 boxes, you, & your brand, need some help.** The next page will guide you to what's next, so please keep reading...

# Build a Brand More People Will Buy From

I will help you transform your business into a brand that connects with your ideal customers & creates more sales of your products &/or services.

We'll begin with a brief Discover Call: **20 minutes, you, me & your business.** If at the end of this call it feels right to both of us, we can discuss what going forward together looks like.

CLICK TO SCHEDULE YOUR DISCOVERY CALL

URL, just in case: <https://doinggoodbranding.com/handshake>



# It's All About Relationships

Hi. I'm Dawud Miracle.

Back in 1998, my journey began as a web designer working for a few small business. Soon, I was solving business problems more often than designing websites. What I realized in 2017 was that most of the problems my client's faced dealt with poor branding practices. Today I'm a Brand Advisor & Strategist who can solve your business problems through both branding & technology.

I'm also raising 4 teenagers on my own, I love of sports & the outdoors & am passionate about health & science. I read philosophy in my spare time & meditate on life's big questions.

Let's have a chat about your business & see how I can help.



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