

Psst! Is my underbrand showing?

What is my “underbrand” you may ask? Well, it’s a little expression I use to refer to times when some aspect of a business gives customers an experience that is not what was intended. It’s when you forget to brand everything you’re doing in your business to convey its chosen “personality”. Like when a woman’s bra strap is showing...it’s just not the image you want to convey in a professional setting.

WHAT EXACTLY IS BRAND ANYWAY?

It may be simpler to ask what *isn’t* part of your brand. In fact, “brand” is a word that can be applied to just about anything and everything that your business does that creates any kind of impression or opinion in your customers’ — or potential customers’ — minds.

IT’S WHAT YOU’D EXPECT, AND ALSO WHAT YOU MAY **NOT** EXPECT.

It’s all those things you’d expect it to be: colors, fonts, tone of voice, word choices, tagline, logo, and how your marketing materials look and feel. And, it’s all those things you might not expect it to be — like the way you answer the phone, the way you dress, whether you send thank you cards or follow up after each sale, or not. There is no one comprehensive list, so you must be diligent; know what you’re trying to convey and then consistently deliver it in everything you do.

SO WHAT’S THE PAYOFF?

If you go through the process of being diligent about your brand’s personality — demonstrated with certain processes, colors, fonts, styles, attitudes, values and offerings — will it all be worth it? Well, yes. When you choose the right brand and consistently stick with it, marketing and delivering your products and services, it will attract and hold onto those individuals (your ideal customers) long term. The result? Raving fan customers and the ability to grow your business with less effort and more revenue. I’d say that’s worth it!

TURN TO THE NEXT PAGE TO START YOUR “CHECK-UP” ON YOUR BRAND.

GENERALLY SPEAKING...

Anything about your brand that can be read, watched or looked at, check for consistency in the image (color, fonts, style of illustration) and in the tone of voice and word choice.

In everything else, watch how the experience affects your customers' perceptions of your business, products and services.

CHECK THESE:

Social Media Pages

- facebook
- twitter
- linkedin
- google+
- pinterest

Other online places

- Website
- Blog Posts
- Shopping cart
- Products
- Freebies
- Advertising banners
- Email signature

Experience

- How you answer the phone
- How you dress
- Your speed of delivery
- Your follow up after the sale
- Your process in selling
- Your relationship building
- Your attitude
- Your enthusiasm
- Your attention to detail
- Your pricing structures
- The level of engagement with you
- The level of convenience provided
- Your community involvement
- Your public speaking/presentations

Print Materials

- Business card
- Flyers
- Postcards
- Trade Show Banners
- Thank you cards
- Appointment cards
- Brochures
- Presentation Folders
- Letterhead
- Envelopes
- Invoices

NOW COME UP WITH A FEW THAT ARE UNIQUE TO YOUR BUSINESS

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Remember: A consistent and well-chosen brand is a powerful thing. **HAPPY BRANDING!!**