

Branding You!

by Cynthia H. Stringer, M.C.C., P.C.C.



**BRANDING IS AN ONGOING JOURNEY—
WE CONTINUE TO DEFINE AND REFINE
OUR UNIQUE BRAND.**

1. **BRANDING: WHAT IS IT?**

It's an easily remembered—a jingle or phrase. It's an implied expectation or promise: when you hear the name, you expect a certain "something."

Branding is a perception we give to the outer world. It's a characteristic that uniquely identifies a person or company.

Branding is the essence of who you are. What could you boil everything down to? These are your traits not topics or niches in which you would work from.

***Branding Is the Essence
of Who You Are***

'Webster' defines branding as follows: "An identifying mark or label; a special kind of variety."

2. **WHY HAVE A BRAND?**

For practical reasons, a brand can save you much time, money and worry. Tom Peters says about brands: "be distinct or be extinct." A brand helps you stand out.

"The important thing is this: to be at any moment to sacrifice what we are for what we could become."

Charles DuBos

Benefits of creating a brand name:

- ◆ People know how to find you
- ◆ You become easily referable
- ◆ You do better work in the presence of your perfect clients!

Make your brand strong, simple and direct.

When you show up as your real self you will add value to those people who can really benefit.

COMPONENTS:

1. **CLARITY: KNOW YOUR BRAND AND PRESENT IT TO OTHERS**

What is it about my product or service that makes it different? It's so easy for us but we assume everyone can do it; not usually easy for everyone. That means it may be unique for us.

Peel away all that isn't you. Say no to make room and space for what is you. Don't be afraid to reduce the number of outside influences in your life. Too much external input can distract you from your true Brand and mission.

Develop your own mission, vision and value statement. Take the time to do this consistently. The more you know who you are and what you provide the easier

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it is to translate it into products, services, web sites, logos, etc.

2. CONGRUENCE/CONSISTENCY:

Have the brand be consistent and congruent with who you really are and reflect it consistently. You are being in integrity with your brand. Distinguish between the brand and the product or service. The external expression of the brand may change, but not the brand itself.

If you created yourself as a brand what would you create for yourself? Would you be the "Ritz Carlton of Coaching" or the "Walmart of Coaching?"

As my colleague, Schuyler Morgan, mentioned, confirm for yourself that your goals and image are realistic and attainable. Integrity means beginning right where you are and taking steps to develop yourself. Don't think 'Ritz Carlton' and surround yourself with 'Walmart' furnishings.

Remember that branding supports your message in various ways. When you layer and do a repeat performance, you reinforce the branding.

Examples of Branding Opportunities:

- ◆ newsletter article;
- ◆ media representation;
- ◆ booklets and tapes;
- ◆ book top-10s;
- ◆ speaking;
- ◆ teleclasses.

3. CURIOSITY

Get people interested, intrigued, involved and encourage a response to you. Remember, it's the 5% of the people we want to attract who are ready for you. Not the 95% who are not.

"Brand You should be consistent and congruent with who you really are."

INTERNAL AWARENESS

1. What do I have to say, or what do I want to be known for? What is my message? What is the feature benefit of what YOU offer?
2. Whom do I want to attract or to whom do I want to communicate my message?
3. What are your unique points of view? What do you believe strongly or feel passionately about? Do you find yourself holding back for safety? We want Brand You!
4. In 15 words or less what have you done that stands out?

STRENGTHS

Write down your top three strengths: And write down how you express those in the world? Ask others: What are other ways they could see you using them; share

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brainstorm with a buddy, coach, friend. Send these questions out to clients, friends, family, co-workers.

- a. What is the first thing you think of when you think of me?
- b. What is the most interesting thing about me?
- c. What is my greatest accomplishment?
- d. What is my greatest strength?

"What is your greatest strength that clients, colleagues say is noteworthy about you?"

Take an Assessment: Contact Mary Wright <http://www.intentionalu.com> to learn more about these wonderful assessments and her feedback. Very gifted coach.

Work style: www.kolbe.com.

From a colleague, Mary Wright: Things that siblings or playmates said about me that seemed to irritate them.

Ask yourself: "What is your greatest strength that clients, colleagues say is noteworthy about you?"

What is a *paradox* in my personality?

EXTERNAL AWARENESS

1. What "look" and style expresses my uniqueness and makes me internal brand visible and obvious to others?
Color, logo, personal style, printed material, voice, writing style

Books and consultants on the resource page which goes into this in more depth

2. What words and phrases express my message to my target market?

Business name; tagline; Slogans; Signature line;

Example: "Success By Design, Inc.: Designing programs and coaching to facilitate alignment and results!"

3. What standard practices (core competencies) will convey my brand to the marketplace?

Example: "Rapid response, generous, timely and worthwhile resources, elegance, simplicity"

From Dave Buck:

"All meaning is created through agreement and taught through repetition. To put yourself, on the line by branding, through your individual gifts, talents, style, and message. Risk rejecting 95% of the population to speak to your 5%."

EXERCISE

Use your name or your company name in each of the first blank of each line. You do not have to be the CEO of a large company to benefit from this exercise. A homemaker, for example could have a lot of fun creating an intriguing title, mission, etc.

___ is a _____ (role, title, definition of your company, business you are in, etc.)

___ uniquely ___ (what do you do that is different from others who play similar roles or are in a similar business?)

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_____ has an expertise in _____ (skills, experiences, expertise)

People are attracted to _____ because _____ (what do friends or customers say about you or your company?)

_____ exists to _____ (What is your mission?)

REPUTATION

Who do you want to work with? Let it evolve. Brainstorm how to you enhance, change, expand. What's your message? What do you want to be famous for? What have you accomplished that you can brag about? What do I do that I am PROUD of? What do you do well?

Everything that you do matters. It's part of a larger message that your business is putting out.

PROJECTS

Take on projects that propel you *forward*, Tom Peters suggests.

Work with the concept of *mind mapping* to go deeper and to organize your ideas. Pick a pack of index cards and jot down an idea or phrase or symbol on each card; shuffle them and see what they represent or tell you. Allowing your creative right brain to show through.

More interesting, more challenging, more bold and fulfilling projects. Define deliverables and results. Projects leave you with "braggables."

MEASURABLE

Create: organize tasks assess and advertise your brand. What have you done in the past you can then use and contribute with your current business/coaching? Consulting, speaking, training, writing, dance, facilitation, music, hobbies, skills, childhood activities, etc.

COMMUNITY

Create a way to share your message/brand with others. Developing partnerships and alliances will further support you. Collaborate in such a way that all people win and gain something. You become known in a certain way and people want to work with you.

During our three-week "Branding You" class there will be additional handouts, charts, exercises and resources.

ADDITIONAL HANDOUTS

- Branding resources (web site)
- Mind Mapping (web site article)
- Networking handout (web site article)
- Top Ten for Leveraging Yourself (web site) by 11/1/01

RESOURCES

Books

The Brand Called You by Peter Montoya and Tim Vandehey.

Tom Peter's *Brand You 50* with a checklist and CD and an e-zine.

Creating Brand You! by Gary Ryan Blair (Spiral-bound).

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Make a Name for Yourself: 8 steps every woman needs to create a personal brand strategy for success by Robin Fisher Roffer.

Getting Business to Come to You by Paul and Sarah Edwards; the chapters on Focusing, Niching and Creating an Unforgettable Impression are particularly valuable in the branding process.

The Last Word on Power by Tracy Gross. Executive Reinvention for Leaders Who Must Make the Impossible Happen.

How to Create an identity for a brilliant career Brand Yourself by David Andrusia and Rick Haskins.

I recommend *BrainStyles: Change Your Life WITHOUT Changing Who You Really Are* by Marlane Miller (www.brainstyles.com) Simon & Schuster.

Creating You and Company: How to Think Like the CEO of Your Own Career by William Bridges.

Professional Foundations for Masterful Coaches by Lee Smith & Jeannine Sandstrom. Great for all professionals. Six areas to focus on in your own development and branding. Excellent exercises and resources. A must-have for your evolution.

WEB SITES

www.brandyou.com

www.tompeters.com

www.fastcompany.com

www.davebuck.com

www.falkenstein.com

www.marketingu.net

www.successbydesign.net

There's a whole issue of Fast Company devoted to *The Brand Called You*—I think it came out in '99. There's a searchable archive of articles at their website, <http://www.fastcompany.com> and it should be in there.

www.falkenstein.com

I know Lynda Falkenstein and have taught Nichecraft with her.

COACH RESOURCES

A. Cynthia Stringer, PCC, MCC—

cynthia@successbydesign.net. I specialize in assisting people in uncovering their authenticity and bringing in concepts of Branding to Launch a new division, company or product. I facilitate you in expressing your uniqueness in an effortless and spiritual way.

B. **Debra Valle**—debravalle@marketingu.net or www.marketingu.net.

C. **Dave Buck**—dave@davebuck.com classes taught at teleclass.com as well around branding. www.davebuck.com. At the Coaching 2000 and 2001 Conferences he did some presentations. Go to: www.soundsimages.net/cu00pdf.

D. **Mary Wright**—Intentional U. She specializes in assessments to identify who you are and how best you can brand yourself. www.intentionalu.com Email: mary@intentionalu.com. Phone: 817-572-1487.

Image Coaches

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Professional Image Consultant. Provides services via phone as well as in person. Consultations available for Men & Women. Discover, develop and understand your best personal style & professional image. Self Esteem, Self Image and Self Worth development programs assist you in understanding why you do what you do. Learn how to change and grow and be the person you want to be. Learn how to look & feel your best with ease.

Personalized color analysis, skin care, & wardrobe designed just for you. Discover the best clothing styles, understand you body shape, learn how to dress correctly and learn how to take the pain out of

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shopping. Develop a wardrobe of clothes & accessories that will get you noticed and get you the job or relationship you want!

Fredda

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Image consultant. Offering color analysis, image direction, make up, hair styling. Specializing in *Your Image Blueprint*. Does your outward persona optimally reflect your inner essence? Does your body generate the energy and power that you need to perform well and to fully enjoy your life? Is your style consistent with your sense of self? Does your lifestyle support your goals, intentions, and dreams? *The Image Blueprints* are paradigms of visual clarity that will ensure that the signals sent are authentic and accurate.

The Image Blueprints illuminate your true intentions "the essential you that wants to participate fully in life, 'and integrates them with the design elements of self-presentation.

Schuyler Morgan

510-653-6868
jsmorgan@pacbell.net. Finishing touches, to polish, package and present the 'brand called you,' *Character Leadership*, and *The Art of Being Recognized*, and networking.

Dana Mayeux

image@ont.com for her on line newsletter; also offers two day image classes in Dallas, TX.

GRAPHIC ARTISTS

Larry Roth

773-880-0182
liroth@flash.net

Jorge Arblaez

eternapro@aol.com. Designs logos and excels at work with photographs and art work; like book covers.

WEB DEVELOPERS

Vincent Vanderbent

coach@vanderbent.com. He is the Success By Design Inc. Web designer and has been an excellent contribution to my business. Very thorough, detail-oriented and well-organized. Offers a range of marketing services and takes branding from start to finish.
www.vanderbent.com

www.webvalence.com

www.webcoach.com

PRINT MATERIAL & COPY WRITERS

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Maria is a wizard at information, marketing and coaching you to write what you have to share. Her specialty is assisting her clients to market their way, with integrity and on a limited budget. She provides a wide variety of resources, classes and training for Internet or print marketing.

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