7 Steps to create an unforgettable brand

BRAND
Sashka
WELCOME

I’m so excited to share with you my 7 Steps To Create An Unforgettable Brand.

WHO IS THIS GUIDE FOR?
You know what it means to build a business up from nothing: Tenacity. Hard-work. Long hours. Customer Acquisition. Little sleep. Sacrifices. Passion and a deep love for what you do. Your desire is to move to the next level of excellency - to stop playing small and to become a Titan. Your goal is to create an unforgettable brand that confirms your excellency. A brand that your clients love and are willing to pay for.
DEFINITION OF BRANDING

Products are made in factories. Brands are created in the mind.

Hence, Branding isn’t “just” Marketing or. pretty logos or websites or PR & Advertising

Branding is Everything tangible and emotional to create in the mind: Vision, Values, Senses, Psychology, Spirituality, Emotions, Creativity, Innovation and more.

THE GOAL OF BRANDING:
> To create an unforgettable brand in your dream clients mind.
> To build loyalty and brand recognition.
> To have a brand that is confirms your excellency.
This guide aims to show you how you can create such a brand in 7 easy-to-implement steps.

Disclaimer: This guide is only a small excerpt of Branding elements, as there are a few more. This guide aims to guide you into the world of Branding to get you started.
ELEMENTS FOR AN UNFORGETTABLE BRAND

STRATEGY
#1 Target Audience & Market
#2 Magnetic Message
#3 Tagline

PERSONALITY
#4 Create a Vision
#5 Credibility

VISUAL IDENTITY
#6 Consistency
#7 Be Creative & Innovative
#8 BONUS: BRAND KIT
STRATEGY

You need to know who you’re creating this brand for.
What are their values? What are their perceptions?
What are their buying behaviors? What is the competition like in your industry? What are your strengths, weaknesses?
Describe your opportunities and threats in your market.
What magnetic message will you be communicating to your audience and market?
# STRATEGY

## #1 Target Audience & Target Market

One of the biggest mistakes that budding personal branders make is trying to appeal to everyone. Think about the game of darts: You have to aim in order to hit the board. If you let your darts go without aiming them, you probably won’t be very popular. If you hit the board, you score. And if your aim is very good and you hit the bull’s eye, even better!

The most important advice that I can give you for your brand is to FOCUS and to define your target audience and market! Avoid being a jack-of-all-trades - despite your many talents. Focus on the one thing that brings in the bread 'n butter. Once that’s established expand your product / service line. Being focused makes you a credible brand. It shows you’re stable and consistent. Steadfast.
STRATEGY

#2 Magnetic Message

This is so important - communicate the wrong message and you’re guaranteed of not being heard. Your magnetic message should only be a short 5-8 lined paragraph and includes:
1. In a few words exactly what you do,
2. Which target market & audience this is for.
3. The emotional benefit and
4. The visionary outcome.

Do you need an example of a brand that has done it right? : Apple:
Everything we do. We BELIEVE in challenging the status quo. We BELIEVE in thinking differently. The way we challenge the status quo is by making our products beautifully designed and user-friendly. We just happen to make great computers. Wanna buy one?
# STRATEGY

**#3 Tagline**

This one-liner is what sums up your business.

Examples include:

- Nike = Just do it.
- Apple = Think Different.
- Nespresso = What else?
- Red Bull = Gives you wings to fly.

Brainstorm and write your memorable, meaningful and concise tagline that captures the essence of your brand.
PERSONALITY

Imagine a blank piece of paper. You’re to draw a person. You start with the head, the body and limbs. You add some features: eyes, ears, nose. You’re creating something out of nothing but what’s in your mind.

The same goes for your brand personality. You create it from your mind and what you know. Delve into your STORY, what tone-of-voice are you going to be using? List your values.
PERSONALITY

#4 Create a Vision

Have you ever heard of the expression of “being a Visionary”? Most associate this term with those people who invent new things. But, a visionary is really for those people who can ENVISION their future.

Have you taken time to ENVISION your personal and business future? Where do you want to be personally and with your brand? Don’t be afraid to dream BIG! Just because you dream it, doesn’t mean everything will happen overnight! You start off with small steps, slowly and then only pick up pace when you feel confident enough. The best method to ENVISION your future for your personal and business life is to create a VISION BOARD. Create it using pictures from the web or magazines and create it according to elements in your life such as family, vocation, finances, physical, mental. This board works effectively when you see it in front of you everyday. If you can see it, then you can be it.
PERSONALITY

#5 Credibility

You yourself KNOW that you only buy a product or service from a person or company whom you feel to be credible. Our instinct prevents us from purchasing from dodgy characters. Which is why it’s so important to build your level of credibility with your brand. How you can do this?

1. Credibility can be as simple as answer pressing questions with great answers. Where? Social media platforms, forums, networking events, blogs.
2. Create value-filled content. If you truly want to build a brand and be seen as a genuine expert and the go-to person in your industry, you need to exude everything about the industry in a command-able and memorable way – creating content that people genuinely want to consume and, more importantly share to their peers, is paramount.
3. Professional image with your WEBSITE, PROFESSIONAL HEADSHOT, TAGLINE, EMAIL SIGNATURE
4. Associating yourself with other credible people e.g. through Blogging
Hit Social Media platforms with all you’ve got - not the selling stuff but the added-value stuff
VISUAL IDENTITY

Your person that you drew previously, requires visual elements: What color eyes do they have? 10 fingers -10 toes? Nail polish? What color hair? Make-up? What kind of clothes are they wearing?

The same goes for your brand, here your visual identity relies on elements such as: Logo, Website, Brand Guidelines, Colors, Typography (font family and size).

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VISUAL IDENTITY

#6 Consistency

Human beings are creatures of habit. If you promote your brand using different messages you’re guaranteed to lose customers. Hence, it’s important for you to always promote your brand with consistency in everything. Use the following tips to keep your brand consistent:

1. Your brand, domain URL & social media user name.
   Your name is either descriptive of what you do.
   Evocative (says nothing about what you do but is evocative) or
   Whimsical (made-up name)
2. Your Logo and Tagline.
3. Social Media platforms: Ensure your avatar and BIO run the same throughout all platforms. As well as header photos.
VISUAL IDENTITY

#7 Be Creative & Innovative

Everyone can be creative. Creativity is not just reserved for artists or designers. And yes, I believe you can learn how to be creative. Even creatives are teaching creatives (look at online courses such as Creative Live) - so why not you?

Use creativity in your brand. Use elements such as wording (copywriting), typography, colors, photographs...
Keep in mind your tone-of-voice, your consistency, your vision, your magnetic message, tagline and combine it all together.

You’re so much more than what you give yourself credit for - use it! :-)

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VISUAL IDENTITY

BONUS!!! #8 BRAND KIT

A good brand kit should cover all the bases of your brand, from the big things like logos, typography and colour, right down to iconography, symbols and the way your brand name is written and stylised. Check out this brand manual for Foursquare that gives detailed rundowns for the rules and guides to each of these elements, ensuring that the brand has complete control and consistency across all its assets.
VISUAL IDENTITY

BONUS: #8 BRAND KIT

Be sure to give this manual a read via Issuu. Foursquare Brand Guidelines
http://issuu.com/bondo/docs/foursquare/1
WHO IS BRANDSASHKA?

I would like to introduce myself to you and give you a little background on how BrandSashka came about. In particular, what qualifies me to offer you high quality Brand Coaching.

My name is Sashka. I’m the brains and founder of BrandSashka.

I spent half my life in the world of Drama and Dance. And the other half I spent in the world of Branding.

How does Drama and Dancing fit in with Branding and BrandSashka?
WHO IS BRANDSASHKA?

Drama and Dancing taught me that by using words, expressions, visuals, gestures and music, I was able to create something out of nothing, and the outcome would be impressionable memories and emotions that captured the heart, mind and soul.

Branding has taught me how to use my dance and drama experiences and apply it to creating unforgettable brands by using stories, values, psychology and attention to detail.

My purpose, is to empower you to rise up from where you are now. To find your story and to stop playing small.

My vision, is to help you create your unforgettable brand.
WHO IS BRANDSASHKA?

Brands include:
Swarovski, Caran d’Ache, Harrods, Grander, Body Orchestra, Crystallyyyours, and more.

Areas of expertise include:
Market and Segment Analysis.
Marketing Strategy.
Branding Strategy.
Advertising & PR Strategy.
Project Management.
Finance & Controlling
Creative Direction.
Tradeshow Planning & Execution.
Editorial Planning & Execution.
Sales Tools Planning, Strategy and Execution.
On-stage presentation (presenter)
THANK YOU

You’ve taken a bit of time to read this guide thoroughly. Thank you!
I am positive that it will benefit you and enrich your desire to become an unforgettable brand.
I would love to hear from you, and how you’ve implemented the smallest of elements for your unforgettable brand. Your success is important to me.
Write to me personally at sashka@brandsashka.com

Much gratitude

[Signature]

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