



How
To
Give
Yourself
A
Compelling
Brand



My name is Isabel Gainford and in this free report, we will uncover ways in which you can give yourself a compelling brand. I want to highlight some of the key elements that are essential to get right in your branding so that you can spend your time doing what you do best and get paid well for doing it.

We will look at -

- 1. Why your brand is the key to your business freedom**
- 2. What you simply must know before you make any branding decisions**
- 3. The seven big branding blunders that may unwittingly be driving clients away**
- 4. How to focus your logo to project the impact you desire - apply these five essential rules**
- 5. And ... the secret branding weapon that will ensure you are sending out the right signals to both your existing and potential clients**



By the time you've finished reading this report, you will have gained clarity on what you are doing right with your brand, what you need to work on and how to go about it. Let's get going ...

1. Why your brand is the key to your business freedom

Some people have a great brand – of that there is no doubt. Others, however, are clearly embarrassed by their brand. Have you ever had the experience of someone giving you their business card and then apologising for it –

“Oh that's not my real business, that's what I used to do”

or

“I had these printed off cheaply, just so I had something to give out”

or

“My details are wrong on there, let me change them for you”

It appears there are two main reasons for this type of behaviour -

- i) They've not realised the damage that a poor brand image can inflict upon them. Therefore branding has not yet been a business priority.
- ii) They feel that branding will restrict them in some way by limiting their choices.

Let's start by looking at the damage that a poor brand image can do

If you don't pay attention to your brand, you get misrepresented and your message can be misconstrued. You are in danger of becoming known for the wrong reasons or you are constantly trying to explain your real stance.



*People love to label people, so ...
if you don't give yourself a label, you may find you
get labelled with one you'd rather not have*

When you can't be bothered to work on your brand, it reflects throughout your business. If you are perceived as slapdash in how your own business comes across, it implies that you might be the same with your clients. That's not to say you would be that way, but it's the impression that you might make to onlookers. As the saying goes, how you do anything is how you do everything.

If you forget or ignore your branding identity you could end up not showing up on anyone's radar. You may quite simply just get forgotten about.

In essence, the real question is, 'Why Brand?'

Branding enables clients to experience an emotive connection with you. That emotional connection is what triggers their desire to find out more and to buy. In order for someone to become a client –

*They must be clear on what you're offering,
find it to be relevant to them*

AND

*they must sense that you are the right person
to deliver it to them*

*If any of these three criteria is missing,
there will be no sale*

CLARITY + RELEVANCE + CONNECTION = SALE

Your brand has the capacity to deliver on all three counts, in an instant, both consciously and subliminally.



Take my client Jackie Fletcher –



We get the clarity of her offering -

She helps you have a great birthing experience

We get the relevance -

If either you or your partner are pregnant, you are going to be giving birth

We get the emotive connection -

You want to find out how your birth can also be magical

Jackie's brand visually portrays everything that she stands for and her vision for her clients is communicated in an instant through her brand. Powerful stuff!

If you or your partner were pregnant, wouldn't you at least be intrigued to check out what Jackie was all about?



So what else can branding do for you?

Branding increases your deal making powers

When you look more professional, you come across as more professional and you will be regarded as such. This gives you the edge over the competition.

You become first choice

If you don't make branding a priority you run the risk of losing out on the deals that could easily take your business forward.

Branding saves your prospective clients time and money

They 'get' you immediately and so can instantly decide if they are naturally attracted to you. When clients have to spend resources on finding the right person for the job, they will offset that expense against the purchase. With a great brand you can save them all the hassle of the search by instantly broadcasting your values and purpose to them.

*If your message resonates with them,
they will happily come and seek you out*

Branding means you can charge higher prices

Quite simply, people pay more for branded items – fact.

Branding gives you higher profit margins

You can attract new clients more readily and with less expense.

Your brand helps do your marketing for you

Think back to Jackie Fletcher's brand. Her visual branding image works hard for her by efficiently getting her message out there on her behalf, whenever or wherever it is seen – which leads on to the next reason to brand.



Branding works for you 24/7

If you have a website, business cards or any form of online presence, then you can potentially be found for your expertise on the other side of the world, even while you are sleeping. It pays therefore, to make sure that what is being looked at is congruent with who you are, what you offer, to whom you offer it and why. This can all be achieved through your branding.

Let's put it another way, if you don't attend to it, someone else will. Because the reality is, you already have a brand now! Whether you've created it yourself, or left it to chance, it still exists.

*The truth is, your brand resides
in the minds of others and is formed
by their perception of you*

Now, you can either engineer that through choosing to create a branding identity that relays what you want them to receive, or you can leave it up to them. Either way, it will happen.

*So, when is the right time to take charge of the
perception that people have of you?*

Think about it. What if you don't bother? It won't go away, you know. It'll just keep on being there, conveying stuff about you that may or may not be what you want! If you haven't created, attended to and nurtured your own brand, then other people's perception of you could unwittingly be turning them (and the people they speak to) away!

And what's more, you won't even know it!

Branding builds trust

People become loyal to specific brands – think of Apple. Their customers will automatically update and purchase practically anything that Apple brings to market. They don't even bother to shop around. They have supreme confidence the Apple brand will deliver precisely what they next need – even if they don't yet know what that is! It makes sense then, to give your clients a brand to buy into.



Branding builds equity

By having a brand that develops and grows with you, it means that one day, if you choose, you can step out of the business and it will continue to bring you residual income, without it always having to be you that shows up.

*Building equity is critical if you are a
business owner or entrepreneur
whose own name is your business*

Take Anthony Robbins, the personal development guru. It is Tony that people buy into but these days, it is often his trainers that deliver his workshops and seminars, not Tony himself. And yet, his clients are still receiving the Tony Robbins experience because the Tony Robbins brand is being adhered to, to the letter – which is why people are still willing to invest their time and money, often travelling to other countries in order to participate. When Tony finally steps away, the Tony Robbins brand will continue to shine and continue to make millions.

If franchising is a likely avenue for you, then branding will clearly be a key factor in not only attracting franchisees, but also in the fees you can charge them. Franchisees want to know that business will flow to them, purely because it is Starbucks, or MacDonald's or whoever. Much of the promotion is done for them solely because of the brand. It is the brand that commands the vast fees paid. Franchisees pay to use the brand name and to be part of that brand.

*In a recent financial report an incredible
72% of Nike's equity value is attributed
to its branding alone!*

Making your business into a saleable asset may not be something that you've thought about much. Indeed many entrepreneurs and sole traders assume their clients get them or nothing.

The reality is, the sooner you start to build, cherish and carefully channel your brand, the more valuable it will become.



Now let's move on to the second reason that people don't attend to their brand ... the feeling that branding will restrict them in some way by limiting their choices.

The truth is they are frightened to niche themselves to a specific expertise and/or a specific target audience. They believe that by honing in on just one expertise that they will limit themselves of all the possibilities in which they could be involved. In essence they think that committing to one direction or niche will mean a loss of freedom.

In reality, nothing could be further from the truth. By committing to one avenue and running with that, you actually open up all manner of possibilities that were never going to show their face to you while you were fumbling around in no man's land, hedging your bets.

By making your commitment to being known for just one message, you suddenly open up a whole new world. It means you can at last brand yourself creatively and clearly, with true purpose and intention

This will then make you an enticing entity with your now targeted audience. You become visible. You then find that your tangible presence in your specific market place is magnified through the visual exposure you are now happy to receive.

You become known as the expert and you emerge as a compelling force in the eyes of others

You begin to get asked to speak at events, or to tender for a particular contract. Suddenly, you realise you are being recommended to complete strangers who go on to give you their business effortlessly. You are approached to participate in lucrative joint ventures. You find your true success.

Once you know what you are offering and you create the visual branding identity that supports and magnifies your expertise, you find



that your own confidence to get out there and do what you were born to do becomes so much easier. Everything just falls into place.

Taking control of your brand means that you have claimed your own expertise and are ready, willing and able to stand by that

Trying to be all things to all people will get you nowhere. People want experts and they are happy to pay for that expertise. When you have a distinctive, memorable and compelling brand in place, that selection process is recognised by others. Subliminally potential clients are attracted to you. They know you are focused about the work you do because you have taken the time and focus to advertise it through your branding. You've subconsciously already built the foundations in their mind that you are the person they want to work with. When you are conveying a strong, clearly defined brand, you are reassuring your soon to be client that you are not some fly by night outfit.

You come across with stature, surety and vision

Let's look at an example. If you needed an operation on your hand to prevent losing the feeling in your fingers for example, would you want your local G.P. to attempt it, or would you prefer to go to a surgeon who not only spends his whole time performing operations, but also that those operations are always related to his patients' hands?

It stands to reason that we want the expert every time

The expert, by definition, does one thing really, really well. Do not worry that you may turn some people away. That is what you want – they wouldn't have become happily paying clients anyway. It is far better to 'advertise' your expertise and your personality (now there's a big subject, for another day!) through your brand, so that those attracted to you get what they're expecting.

By creating a compelling brand you give yourself the freedom to tread your chosen path to success



2. What you simply must know before you make any branding decisions

You must know what you stand for -

- **What is your message?**
- **Why are you doing what you do?**
- **Who do you help?**
- **What is it that you do for them?**
- **What is it that they want from you?**
- **How are they going to feel once they've got it?**

If you are aware that you need a compelling brand, (which I'll now take as a given!) we need to find a way to interpret the answers to the above questions into a visual branding identity. The way we begin to do this is to select three words that resonate with us and personify what we and therefore our brand stands for.

Take a pen and paper and answer all the questions above, at length.

Next, write down all the words that describe your ethos, your attitude, and your own particular style. If you're getting stuck, try looking at websites that you love and see what words come to mind to describe their branding identity.

This may take some time. Just keep your eyes and ears open to the world around you. Messages are coming at you from everywhere. From the moment we wake branding is bombarding us. And this branding is not there by accident. Every logo, tagline and label has been deliberated over and constructed with the intention of making you reach your hand into your pocket – and if you just count the number of brands you see before you even leave the house in the morning, it clearly and emphatically is working!

From the products we encounter in the bathroom, to the foodstuffs in our kitchen cupboards, we realise that ...

*we are making decisions based on brand
almost every time we spend anything*



Multi-million pound companies would not pour so much time, effort, research and funding into branding, if it wasn't financially worth it! More often than not, we buy our clothes, our watches and even the cars we drive, because we have first bought into the brand – and these companies know it!

Brands need to be describable in three words, or if they are REALLY strong brands, sometimes even one word! For example,

Volvo -	SAFETY
Disneyworld -	MAGIC
Virgin -	FUN

(Don't worry - for your business, it's best to look for three!) Think of –

Marks & Spencer -	AFFORDABLE
	RETURNABLE
	QUALITY

Kellogg's -	TRADITIONAL
	TASTY
	BREAKFAST

Butlins -	CHEAP
	CHEERFUL
	ENTERTAINMENT

I'm sure the Butlins image has vastly changed over the years, but I grew up in Bognor Regis and Butlins was on my doorstep, so for me that image is hard to shift!

And that's the problem. You must get this right because, I reiterate ...

*If you don't take the time to ensure
your 'label' is clear, then someone else will
do the labelling for you – and that has the potential
to be very damaging indeed*



When you've worked out your three words, sit with them for a while. Try them on. How do they feel? Ask people you trust what they think of them as a way to personify your business. A word of warning here – other people often have their own agenda and will advise you according to their view of the world, so it pays to ultimately trust your own inner voice. You will know when it feels right.

Once you've made your final three-word selection, commit them to memory and run them across every business decision you make.

*If the decision sits well with your words,
you can be confident to go ahead*

Take your time - it is imperative to select your words well. If you are struggling to find your words, or are unsure of your selection, it may be worth working with a branding expert to really pinpoint them.

WORD 1 _____

WORD 2 _____

WORD 3 _____



3. The Seven Big Branding Blunders that may unwittingly be driving clients away

Now let's concentrate on the visual side of your branding.

You want your visual branding to stand out from the crowd and as I've said before, to be distinctive, memorable and compelling.

*Time and time again,
I've discovered people promoting their business
with so much lacklustre that they deserve a prize
for supremely crafted disinterest!*

You know the sort of thing. There's nothing there to stimulate you. Nothing to hold your interest, let alone to entice you to crack open your wallet!

I've broken these disasters down into The Seven Big Branding Blunders -

N ONDESCRIPT
O UT OF DATE
C ONFUSED
L ACKING QUALITY
O VER THE TOP
U NSUPPORTIVE
T RIVIALISED

After each example shown below, you will find space to reflect on your own situation and pinpoint any areas that are not as you would like them to be. No one is looking at your answers, so be as frank with yourself as you can. It will pay dividends as you begin to formulate the ways in which you can improve on what you have been doing so far and how you may have been coming across to others.

Remember, if you fail to eliminate these blunders from your branding, you will be in danger of creating a brand with - NO CLOUT!



Blunder No. 1

non descript

If you don't grab your prospective client's attention quickly, they'll move on in a flash. Now, I realise this font and image could suit a business wanting a minimalist styling, but the point is ...

*there must be something to captivate client interest
and make them want to investigate*

The point to be made here is just writing your company name without thought is not enough. The branding process always needs to be fully applied, especially if the desired end result is one of simplicity.

Write down ways in which you may be coming across as non descript -





Is this damaging? Discuss! ☺

It is astonishing that so many people try to brand themselves with no idea whatsoever of the monster they have created

You are good at what you do. You are not good at everything. If you have no flair for design or composition, please leave well alone and let someone who knows what they're doing, create your brand with you.

The irony is that if you don't have design flair, you may not even realise just how bad your efforts are! Don't worry! No branding specialist worth his or her salt will try to convince you of a rebrand if what you already have is top notch!

How may you be out of date? - if in doubt, ask someone else!



Blunder No. 3



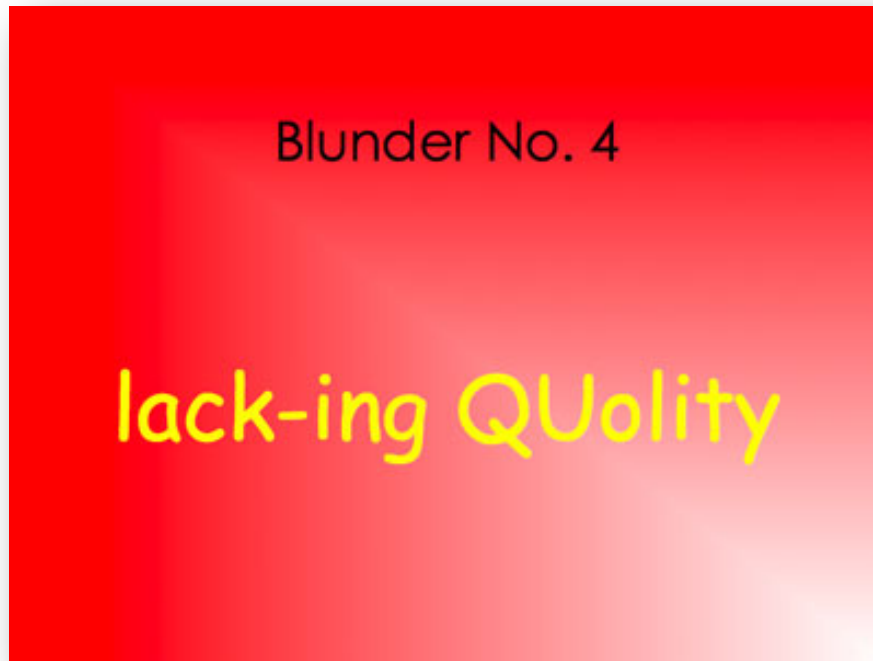
Whilst there is a certain charm about this, you can get the gist that sending out mixed messages is going to get you nowhere. A confusion of different font styles, disassociated colours and no clear reason for the design decisions made, will only lead to ... yes, you've guessed it, more confusion.

When a client is looking to see if you are the solution to their problems they want to find confidence, reassurance and certainty that they've come to the right place

A muddled message and an incoherent design simply won't hack it!

Write down ways in which you may be coming across as confusing -





The quality of your branding directly reflects on the perceived quality of your service. Plus, the more you care about everything you put on display, the better the quality of client you will attract.

Quality branding will enable you to gain the interest of higher paying clients because they will instinctively believe that you deliver a service or product of quality too.

Write about any areas of your business where you may be lacking quality -





Always, first and foremost be true to yourself, but beware of overdoing it. You may like it, but who will you attract?

The art of branding is to encourage the clients that you are in the best position to serve

If you have done your research properly, you know your typical client inside out. Consequently, branding in a way that only pleases you will not serve you. It may even alienate those you want to attract to you.

Your branding needs to reflect the real you in a way that is congruent to both you and your prospective client.

Write down ways in which you may be coming across as over the top -



Blunder No. 6

Unsupportive

People need to 'get' you straight away. Don't leave it to chance. Use every tool at your disposal to encourage that understanding

Your branding must visually support your message, not weaken it. Making faux pas in your branding can damage the impact you make on others. So, be sure to link everything together in a way that supports you, your message and your client – such as the person that may be checking you out right now!

Write here about anything that is not fully supporting you -



Blunder No. 7

TRIVIALISED

Never belittle your brand by not giving it the care, attention and status it deserves.

Trivialising your brand leads to others trivialising your business. The link is direct and will stay permanently unless and until you change your attitude towards your own business

Ok, so I know that was rather direct, but you get the drift – look after your brand and your brand will look after you.

Write here ways in which you may currently be trivialising your business -



4. How to focus your logo to project the impact you desire

Let's now look at the rules you can apply to your logo, but that also ring true through your whole brand. Your logo needs F O C U S -

F UNCTIONAL
O RIGINAL
C OMPELLING
U NIFIED
S IMPLE

FUNCTIONAL

Your visual branding needs to be adaptable. By that, I mean you need to be able to use it in many different situations. From business cards to your website banner, from promotional pens to exhibition screens, your logo must be able to fit to many different shapes and sizes. Badly designed logos can have problems when seen on a tiny scale. They lose what they're about and can become muddled.

The craft of logo design is an art in itself. It is not for the faint-hearted and can be a minefield of problems, if not executed strictly. This is one area of branding that truly is best left to those who design logos for a living.

ORIGINAL

It is imperative that your logo is created just for you - with you included as part of the process. Ordering one online will not cut the mustard.

Your logo designer needs to see you, speak with you, get to know you and your business inside out and really care about giving you their best possible work.

*Your logo is not a factory project -
never let it be treated that way*



COMPELLING

I use the word 'compelling' in my own Isabel Gainford tagline –



It has also come up more than once within this report ... because it is SO IMPORTANT!

If you don't compel anyone to take action and respond to you, then you are not going to get very far. If you don't get clients, you won't get paid. And if you don't make any money, then you won't be able to stay in the business you love.

Clients will do business with you if they feel compelled to and not if they don't. So -

*Make sure that you build
charisma into your brand*

Learn how to convey your message in such a way that compels people to seek you out and part with their hard earned cash. They will buy from you when they just HAVE to have what you are offering them.

*Give your brand magnetism
and make your offer irresistible*



UNIFIED

Every aspect of your branding needs to elegantly sit alongside all the other aspects.

Your message needs to be compounded at every touchpoint the client has with you, reaffirming that they are making the right choice in doing business with you

If you hiccup in this process and create something that jars, it can send potential clients running in the opposite direction, without so much as a moment's notice. You may not even realise they've disappeared into the ether.

It is well known that it takes an average of five 'touchpoints' before a potential client turns into a paying client. In that interim period they will be looking, either consciously or subconsciously, for reasons to find fault with you.

So don't give them any with your branding.

SIMPLE

You've heard it before, I know ... KISS - Keep It Simple, Stupid!

It stands the test of time because it's spot on. Overcomplicating things causes confusion. But ...

Having no thought process and design behind simplicity is your route to disaster

Your brand works hard for you, so long as you've created it with care and you cherish it like a growing child. Simple is best, but like parenting, a lot of time, effort and learning has gone on behind the scenes before those parenting skills come across as simple.

And now, finally, on to our last section in this report ...



5. The secret branding weapon that will ensure you are sending out the right signals to both your existing and potential clients

So, we've come to The Secret Branding Weapon ... the one tool at your disposal that can compete with all the other tools as -

The King and Queen of Communication The Master of Message and Meaning The Crème de la Crème of all things ... creamy?!

I'm talking about COLOUR, or if you're one of my American clients ... COLOR!

Colour surrounds us everywhere. It affects us every day. And we can feel the effect it has on us. Colour is not some airy-fairy medium that has no real use or purpose. It's power is backed up by proven scientific theory and anyone who has seen a blazing sunset can be left in no doubt that it has the capacity to stir the emotions.

And emotions are at the heart of branding. People buy with their emotions. It's all about how something makes you feel. Whether that be ...

Uplifted Calmed Protected

Humoured Thrilled Energised

*... all these buying emotions can be conveyed
by colour*

Colour has the ability to conjure up a whole new picture in your mind, creating an instant snapshot that imparts such vast quantities of information - it's quite remarkable!

Let's get straight on with an example ...





Just imagine this being a logo for a company with the initials C C C

What type of company could this be?

To me, it could be –

A SPA

A BEAUTY SALON

A YACHT CLUB

A BOTTLED WATER PROVIDER

A WELLBEING CLINIC

A HOLISTIC RETREAT

AN AQUARIUM MANUFACTURER

Now, let's make an adjustment to the logo ...





Clear your mind and again, imagine this logo is for a company whose initials are C C C

What type of company could you imagine in this case?

This time, it might be –

A FIREWORKS MANUFACTURER

A STAMINA AND FITNESS STUDIO

A HOT ROD RACE CIRCUIT

A CIRCUS

A FIREPLACE RETAILER

A BLACKSMITH'S

A TAPAS BAR

Let's make another adjustment ...





Once more, just imagine this is a logo designed for a company with the initials C C C

What type of company could this be now?

It could belong to –

A HEALTH FOOD STORE

A GARDEN FURNITURE SUPPLIER

A FLORIST

A LAWNMOWER MANUFACTURER

A GOLF COURSE

AN ARBORETUM

AN ENVIRONMENTAL GROUP

And we've only touched the surface of all the company categories that these three logos could suit, purely based on the choice of colour!



These three logo examples demonstrate just how clearly colour can carry your message for you.

*Making use of the persuasive abilities of colour
is a vital component
in getting your brand really working for you*

Colour in branding is a massive subject all it's own and the power it has to convey your message on your behalf is not to be ignored. It is the universally understood language of communication. Colour and colour combinations have the power to subliminally affect people both positively and negatively and this is determined by the nuances of the colour as much as by the colour itself.

Colours that clash can cause unease and a subconscious feeling of discomfort. It is essential that you choose the right group of colours to project the message you intend.

*When used intelligently and appropriately,
colour delivers authenticity and trust to
the person viewing your brand –
even if it is their first encounter with you!*

CONCLUSION

My absolute passion is to help you to -

*release the incredible brand that resides
deep inside you, because it is there, waiting for you
to bring it into existence*

And once you do, you will find your brand to be -

*an essential and powerful guide for the future
business directions you take and the ongoing
business decisions you make*



In this report on 'HOW TO GIVE YOURSELF A COMPELLING BRAND' ...

- You have discovered why it is so important to address your brand and you've heard the damage it can cause. Vow to take action now - **don't leave your brand in the lap of the Gods**
- You have learned about the overwhelming benefits of attending to your brand and the way it can **increase your business profits**
- You have seen that by creating a compelling brand, not only does it support you, but you **save your clients time and money** by making their decision to work with you so much easier
- You have been made aware of the pitfalls that your visual brand needs to steer clear of and the five key rules that you should always abide by in order to **focus your logo effectively**
- And finally, you have been introduced to and shown examples of the sheer power of colour in business and what it can do when you **make use the universally understood language**



May your brand become your 24/7 workhorse, broadcasting your message loud and clear to the world, compelling your clients to further invest in your unique expertise and irresistibly attracting all those new clients yet to be ...

Just imagine being able to extend your message, reaching places you don't even know, as you effortlessly transmit all the finer distinctions of your work ... in an instant!

... Now that is the power of branding 😊



**And Now, If You're Ready To Explore
Your Own Brand Possibilities,
Here's A Personal Invitation For You...**

**RECEIVE A CONSTRUCTIVE & COMPLIMENTARY 30 MINS
'BRAND TRANSPARENCY SESSION'**

With Me, Where We'll:

- **Assess How Your Current Brand Message Is Likely To Be Perceived In The Marketplace**
- **Discuss Useful & Implementable Ideas On How To Decisively Raise Your Brand Effectiveness**
- **Explore How To Increase Your Brand Clarity & Alignment**

**THIS OFFER IS OPEN TO YOU FREE OF CHARGE
FOR THE NEXT 7 DAYS ... 😊**

So, to claim your spot - simply **email me NOW** at isabel@isabelgainford.com with the subject line **'Brand Transparency Session'**
... I'll get you booked in as soon as there's space

**DO IT NOW & Let's Get YOUR Compelling Brand
Working For You ... Speak Soon!**

Isabel

**Remember, Email Me In The Next 7 Days To Claim Your Complimentary
'BRAND TRANSPARENCY SESSION'**

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