



## Part One





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 link 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*

