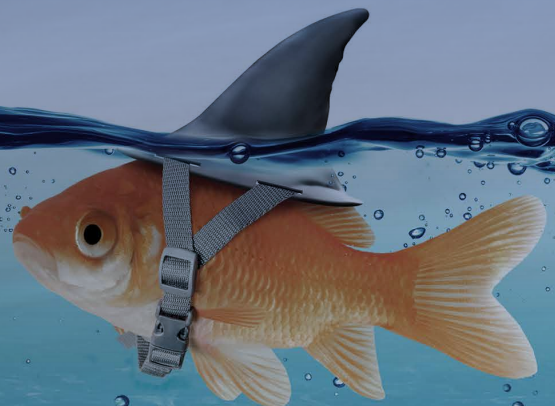


HOW TO
BRAND
ANYTHING

Your Business, Your Idea, Yourself

THE 3-STEP BRAND PLAN

by Pamela Wilson



You have a business, an idea, or a product ...

Congratulations. That's a BIG deal!

But what if it doesn't *feel* like a big deal? What if your brand, your design, your marketing look and sound kind of amateurish?

In the olden days (like, 15 years ago), you had to hire a professional to come up with a brand identity for your business.

It used to cost thousands of dollars, it often took weeks or months, and ... what did you have to show for it?

Well, let's just say that if you were lucky enough to find someone who was just as passionate about your idea as you were, you might have been satisfied with the end result. More often, you were left wondering what *exactly* you'd paid for.

And when it was time to implement those branding decisions (that someone else made on your behalf), you had to pull out your wallet and pay all over again to place ads, get brochures printed, or mail out postcards.

Branding used to be done by people outside of your business. Now it can be done by YOU — the person who is most interested in your success.

Branding your business from the trenches

I'm Pamela Wilson.

Since way back in 1987, I have helped businesses of all sizes build brands that grow their profits. I'll show you how it's done so you can begin to profit from owning an unforgettable brand.

*Everyone deserves to feel proud of
how their business, their idea, or their personal brand
shows up in the world.*

My philosophy is, **“Your business may be small, but your brand can be BIG.”**

I think you are the best-qualified person to express your brand message because you are more passionate than anyone else about your own ideas.

*My goal is to help you develop your brand message and
polish it up. Then you’ll learn how to communicate it
consistently using the low-cost tools available today.*

Here’s why this matters to me

I started my own business back in 1992 — I’m an award-winning graphic designer and marketing consultant.

*In 2010, I decided to explore the online space and
I started to teach what I’ve learned over my long career.*

Little did I know that teaching was going to become my primary job. Today, I’m a consultant, executive coach, and the founder of popular programs designed to help online business owners grow their revenue.

It’s not an easy road, but you won’t walk it alone

Building your own brand and then communicating it consistently over time isn’t easy. But you don’t have to do it alone — I’m here to help.

*My community consists of people just like you.
People who are go-getters — who like to dig in,
get things done, and see results!*

I'm here to tell you that you can build a memorable, profitable brand in three simple steps. Ready?

DISCOVER your brand personality

Before you develop a brand identity, you need to have a clear understanding of *who* you want to reach with your marketing.

If you develop a brand without this information, you end up with something that “looks pretty” or “sounds good” but doesn’t resonate at all with the people you want to reach.

It’s a waste of time and money.



Your ideal customer

Identifying and getting to know your ideal customer is an essential first step you must take before you move on to developing any kind of marketing materials.

Otherwise, you’ll fall into the #1 marketing trap that happens to small business owners:

#1 MARKETING TRAP
Trying to sell to “everyone.”

If you already have a brand, it’s not too late to revisit this step. Sometimes your ideal customer changes over the years, so don’t hesitate to return to this “Discover” step any time you need to refresh your thinking and reorient your marketing efforts.

Need help identifying your ideal customer? I have a guide for that! Take a look at my [Ideal Customer Finder](#).

What's your brand personality?

Once you know *who you want to speak to*, you'll want to spend some time defining *how you want to speak to them*.

Get in touch with who you want to reach and then define your voice and “brand personality.”

Your brand personality is how you want your business, project, or personal brand to show up in the world.

The personality you identify will help you write using a cohesive “voice” which your prospects and customers will recognize as yours. This is your **verbal** brand.

And your brand personality will influence your **visual** brand elements like your colors, fonts, images, the overall style of your website, your social media, and anything you might print.

You'll develop your verbal and visual brand in the “Build” step of the Discover-Build-Profit method, which comes next.

Will your brand personality be casual or formal? Spontaneous or deliberate?

Discover your brand personality with [my free five-minute quiz](#).

BUILD your verbal and visual brand

Once you know who you want to reach and what brand personality you want to express, it's time to develop your *verbal* and your *visual* brand.

Verbal brand



Your verbal brand consists of your business name, tagline, and the words you use to describe your business and convey your marketing messages.

The decision about your business name is important: get this right and it will work hard for you from Day One. Get it wrong and, well — it may actually work *against* you. Read [this article](#) for more on this topic.

Your brand will stay on target if you keep both your ideal customer and your brand personality in mind as you create your marketing materials.

For more on how to use words to market your business, be sure to read about content marketing in the final section of this ebook, “Profit.”

Visual brand

Your visual brand is how you present your business visually: your colors, fonts, logo, images, and more.

You may feel completely unqualified to choose colors for your business — isn't that a job for a designer?

Well, designers follow a few rules of thumb. The most important one is to limit the colors in any palette developed for a brand. A shorter list of colors makes it easier for viewers to remember the visual brand.

Have you noticed in this ebook how any color accents are either blue or green?

That's the trick designers use: they choose one or two main colors and they use them over and over until you associate them with the brand and remember them!

To learn more about color, read the articles [on this page](#).

Your fonts are another important element of your visual brand. We've already talked about how your brand personality is communicated through the voice you use in your writing — casual, formal, high-energy, serene, etc.

Your font is the *visual* representation of that voice! When you choose a font that appears casual, formal, high-energy, serene (whatever your brand personality turns out to be), your ideal customer gets a powerful 1-2 verbal and visual punch.

Fonts are another visual element that you should choose carefully and then use very consistently over time. Select them thoughtfully

and you'll discover that they effectively deliver your brand message in a subconscious but compelling manner.

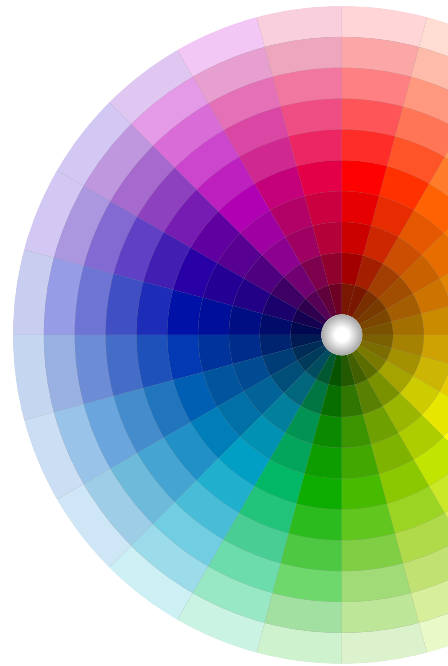
To learn more about fonts, read the articles [on this page](#).

How to use images to build a memorable visual brand

Images are an important visual marketing tool. They engage more of your prospects' brains than words alone. Your brand personality should shine through in the images you use as well.

Classic images

If your brand personality is classic and traditional, look for images that are straightforward representations of the world around us. "What you see is what we show" is the rule of thumb — no fancy filters or overly posed images.





Casual images

If your brand personality is casual, you can have some fun.

Humorous and somewhat unrealistic images are fine — and expected! They help you connect with prospects and customers in a friendly, approachable way.

Learn how to harness the power of visual marketing

I have put together lots of free information on my website to help you with your visual brand. Start with these directory pages and enjoy exploring!

[Use images in your marketing](#)

[Build an online brand](#)

[Use visual content marketing](#)

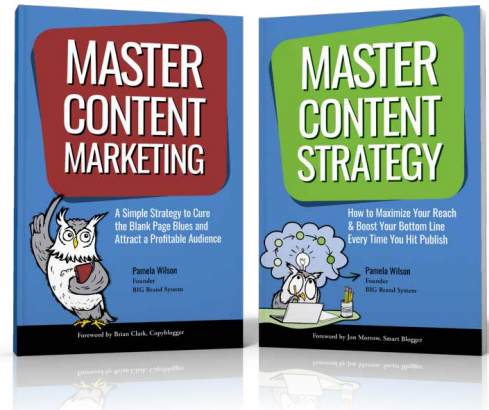
PROFIT from your brand

A profitable brand is an organic, living thing.

Once you've built your brand, you'll begin to profit from it when you communicate it consistently using today's most-effective tactics. These include content marketing like blog posts, podcasts, and video.

If you're a beginning content marketer, you'll love my *Master Content* series of books:

- [*Master Content Marketing: A Simple Strategy to Cure the Blank Page Blues and Attract a Profitable Audience*](#)
- [*Master Content Strategy: How to Maximize Your Reach & Boost Your Bottom Line Every Time You Hit Publish*](#)



Simple doesn't mean easy



Building a recognizable brand that attracts the right customers to your business, that makes you stand tall and feel proud of your offer, and that helps your business become the go-to solution in your arena ... well, it doesn't happen overnight.

Great brands are built over time.

That's why I am so glad you are part of my community. I don't want your business to be invisible. And I *really* don't want to see you spin your wheels for years, trying one marketing tactic after another with no cohesive verbal or visual brand.

You deserve to feel proud of how your business shows up in the world. Take the time to build a brand now that you'll profit from for years to come.

Thanks so much for reading *How to Brand Anything: Your Business, Your Idea, Yourself*.

I look forward to staying in touch with you.

Pamela
Pamela Wilson