

PART 1: BRANDING

# GUIDING SMALL COMPANIES TO **SUCCESS.**





We are exposed to  
1000's of messages  
a day



But, we discard  
99% of all messages  
received



With an attention  
span of only 8  
seconds

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**HOW DOES YOUR SMALL COMPANY  
STAND OUT & BE SUCCESSFUL?**



**1**

**Know** Who You Are For

**2**

**Know** Why You Do  
What you Do

**3**

**Know** What Sets You  
Apart

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**IT STARTS WITH**  
**YOUR BRAND**

## DEFINE **YOUR AUDIENCE.**

*Who are you passionate about serving?*

When you're communicating your brand message, it's easy to forget you're speaking to a REAL person. A human being with beliefs, fears, & aspirations.



Describe one of your customers in detail:

*Who are they?* \_\_\_\_\_

\_\_\_\_\_

*What do they do?* \_\_\_\_\_

\_\_\_\_\_

*What are they passionate about?* \_\_\_\_\_

\_\_\_\_\_

*What scares them?* \_\_\_\_\_

\_\_\_\_\_

**A CUSTOMER IS**

**SOMEONE YOU EARN.  
SOMEONE YOU SERVICE.  
SOMEONE YOU HELP.**

**IF YOU'RE FOR EVERYONE, YOU'RE FOR NO ONE.**



Knowing **“Who You Are”** sets you up for foundational success & long-term growth for your company.

## WHY ARE YOU PASSIONATE ABOUT **SERVING YOUR AUDIENCE?**



Define your culture. \_\_\_\_\_

\_\_\_\_\_

What are your core values? \_\_\_\_\_

\_\_\_\_\_

What adjectives do you want people to use to describe your company? \_\_\_\_\_

\_\_\_\_\_

We're the only \_\_\_\_\_ that \_\_\_\_\_.



**CLEAR**  
**OVER**  
**CLEVER.**

## COMMUNICATE **YOUR VALUE.**

*There's more to you than meets the eye.*

Understanding 3 uniques of your company will set you apart from the competition and allow you to communicate value to your audience.

The key is to be clear when communicating this value.

 What makes you different & unique?

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What do you beat your competition at every time?

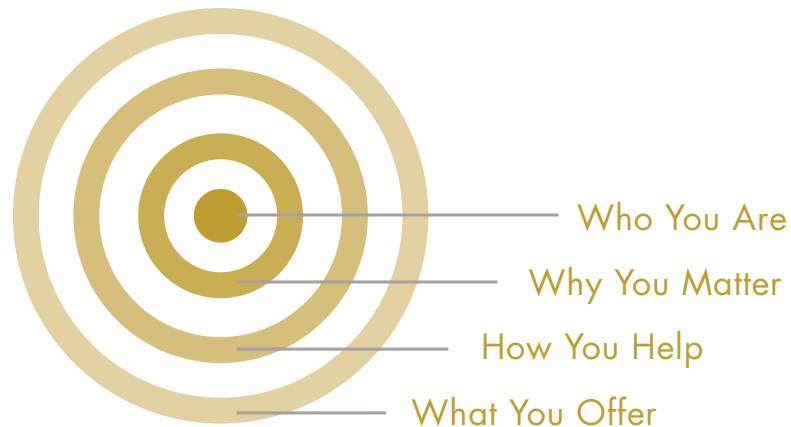
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## THE **BIG PICTURE**

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*The Golden Circle*



Once you understand who, why, how & what, you're ready to take YOUR unique message to YOUR unique audience.

**YOUR BRAND  
STRATEGY IS THE  
PLAYBOOK.**

**THE PLAYBOOK YOU NEED  
BEFORE EXECUTING.**

BRANDING NOT ONLY AFFECTS EVERYTHING,  
**BUT IT CAN DRIVE EVERYTHING.**

You will never be  
successful if you  
don't understand:



**Who you are for**



**Why you matter**



**What sets you apart**

**BE FOCUSED, CLEAR, CONSISTENT, &  
READY FOR THE CHALLENGES AHEAD**



We wrote this white paper for the small company owner who is ready to take their business to the **next level.**

We've seen the challenges of small companies first hand. We've seen that trap that businesses fall into when they grow so quickly they lose sight of who they are, who their customers are and what really matters to them.



**HELPING YOU DEFINE YOUR MESSAGE &  
GROW YOUR BUSINESS**

**LET'S TALK**