

## **SPEED BRANDING IN 3 STEPS**

Branding is, obviously, an important part of any company's marketing and positioning strategy. The fact is, if you don't manage how your brand is perceived and delivered, your customers will determine one for you. You don't want that!

If you haven't developed your own branding proposition, here is a way for you to create one in three quick steps.

**NOTE:** This should only be used as a temporary fix! You should still go through the process of developing a well-thought branding proposition and strategy. A strong brand, implemented correctly, can impact your future business growth greater than any other tool.

### **Step 1 – Pick a Word or Phrase that states your strongest positioning**

When you think of Volvo, what word comes to mind? Safety!

What's Disney World's promise? It's the "Happiest Place on Earth!"

The Ladders, a career search site, promise is "Your career is our job."

Is your company FUN or SOPHISTICATED? Are you SPECIALISTS or PROBLEM-SOLVERS? Do you have DEPTH OF KNOWLEDGE or BREADTH OF KNOWLEDGE? My word is UNCOPYABLE.

Each of these can be used to develop a unique picture in the mind of prospects and customers. Sure, you might be more than one of these, but which one are you more of?

Pick a word or phrase that resonates with what you want to be known for.

### **Step 2 – Pick a Color**

Coca-Cola is Red.

Starbucks is Green.

UPS is Brown.

These companies essentially "own" a color even though they have huge branding and marketing budgets. Everything they do has the color. IBM was even known as "Big Blue" when they were the gorilla of the computer world. They understand the importance of owning a color.

IMNSHO, small businesses can actually benefit more by owning a color. It's often very difficult to stand out from the crowd when you don't have deep pockets, so it's doubly important for you to use every tool available.

Color is a powerful tool. It's visual. It's sensory. It can connect.

A word of warning here. The default selection for most companies is blue. People, especially those with small businesses, feel blue stamps you as "professional." Quite frankly, that's debatable. If you feel it's critical to use blue to sell your company as professional...well, you need to rethink the way you're doing business.

For me, though, the most important reason NOT to use blue is simple. It's the color everybody else is using! I have no desire to blend in with the crowd. I want to stand out from the crowd. That's why my color is ORANGE.

Pick a color.

### **Step 3 – Combine your answers to Step 1 & 2 and blast them to your market.**

Connect everything you do...all your communications...all your marketing messages...the way you act...the way you answer the phone...the way you dress...everything with your word/phrase and your color.

For example, I the word I want people to think of when they think of me is "UNCOPYABLE." I teach my clients and BFFs to be UNCOPYABLE. And if I want them to be uncopyable, then I better behave that way, too. So I look for every opportunity to show that I am.

I connect my word UNCOPYABLE with my color ORANGE. My logo is orange. When I speak (live or on webinars) or consult I always wear an orange shirt. My iPhone has an orange cover. My keys are orange. Even my underwear is orange. (OK, that might be TMI.)

When I mail my monthly newsletter or something important, it goes in an orange envelope. When I send thank you's, or gifts, they will be orange – orange M&Ms, lollipops, handmade coffee mugs, squeeze balls, pens with orange ink, you name it. I'm always on the lookout for orange giveaways and gifts.

Everything goes out with a message that connects UNCOPYABLE with ORANGE. I tell my clients to THINK ORANGE. I tell them that whenever they see the color ORANGE, it should remind them to think and be UNCOPYABLE. (Of course, it doesn't hurt for both my word and my color to also remind them of ME.)

After many years of doing this, my clients and BFFs have embraced UNCOPYABLE ORANGE. Often I show at meetings and everybody is wearing an orange shirt. I receive orange gifts. It's very common for people to tell me they saw the color orange and immediately thought of me and my insistence for them to be UNCOPYABLE.

Combine your word(s) and kill your prospects and clients until your branding is embedded in their brain.

That's *Speed Branding!*

**Steve Miller**  
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