
3 KEYS

to creating your

ROCKSTAR BRAND



your brand™
BY DESIGN

CONGRATULATIONS AND WELCOME!

You said 'YES'
to your business
and it is time to
Discover the 3 Keys to
Creating Your RockStar Brand!



So, why a RockStar?

There are people who enjoy music. There are great musicians. And then, there are ROCKSTARS. A RockStar is more than someone who just likes the music and likes performing. She LOVES the music, she LIVES it. She's got the look, the attitude, the reputation, and the fans. It is her Brand, and she OWNS it.

You have chosen your business industry, and built your business because you love it, you are good at it, and you found a way to make money doing it. And you have enjoyed success! Congratulations on getting through sleepless nights and an overdose of excited stress as you built your dream. Chances are, you are an entrepreneur because you love being in charge of your destiny and you want to make a name for yourself doing something you love.

When you are doing what you are passionate about, your work is more like play. You decide when and who, and how much. You get to shine and be amazing. You are already a RockStar in your business - it is time to develop a Brand that reflects who you have become and what you have created.

You probably have a Brand, or pieces of one, that you have been using since day one. However, now you may have outgrown it. Your Brand no longer quite reflects who you have become or where you have taken your business since those first few crazy weeks as an entrepreneur.

When you review your marketing materials, they are not cohesive, and they may lack a bit of polish. When you compare your Brand to others in your industry, yours may not flow as smoothly as you would like. It is time to boost your Brand by ensuring each piece looks like it belongs and moves your business forward.

It is time for a Branding makeover!

Today is the day to create your own RockStar Brand!

KEY #1

CLAIM YOUR VOICE!

Claim who you are and what you offer.

Who are you?

Developing a RockStar Brand for your business requires you to be true to your vision, your values, and the reason you started your company. No matter how big or small your business, your Brand should always reflect who you are and what you stand for as a company. Your Ideal Client will respond to that authenticity, that innate passion and real showcase of who you are. People are drawn to professionals who love what they do and get excited when they talk about it - that sort of excitement is contagious and your loyal clients will flock to you.

As you recreate your Brand, it is imperative that you find and use YOUR voice. It makes very little sense to pretend or try to be someone else when you are trying to attract clients. You are building a relationship with your Ideal Client and it is in your best interest to make it a long-term relationship. Being less than genuine is an easy way to send your Ideal Client packing. And, let's face it, being someone you're not, especially in business, is **TIRING**. It drains your energy and your passion for what you do. You may lose your natural excitement to talk about your business and to meet new clients. The more authentic you are, the more consistent you will be, and the stronger and healthier your relationships will be. Focus on the values that drive your business, why you started your business in the first place.

You are your Brand's biggest advocate, your Voice can start the dialogue that leads to amazing client relationships.

Your Brand should reflect who you are **NOW!** The Brand you currently have may look like who you were when you started, but you have outgrown it. It may reflect who you were at the time, what your business felt like and even the social trends at the time. But you have come a long way since then, and it is time to give your Brand a makeover.

What do you offer?

A RockStar can perform anything. She has a amazing talent and if you put any song in front of her, good or bad or incomplete, she will be able to work through it and sing the hell out of it! She will perform vocal acrobatics, stretch to reach the super high and low notes, and she will make that song sound incredible.

However, she also knows her limitations and when she gets to choose her playlist, she sings the songs that showcase her talent in the brightest spotlight. These are the songs that fit her voice range and are fun to sing, even when they challenge her skill. When she is in her element, the songs fit *her*, not the other way around. She knows her strengths and weaknesses and selects songs to match.

Make a list of the all services or products you offer. You are good at so many things, and you are great at a several of them. But, you are probably **INCREDIBLE** in a very specific area, one type of products or services. That is where you want to focus when you create your RockStar Brand. As an entrepreneur, you have probably already tried being everything to everyone in order to get clients. However, that serves neither your business nor your Ideal Client.

Your RockStar Brand gets to be all about that thing you do the best; the product or service that makes you giddy when you think about offering it to your favorite client. This is the product or service that you are so proud of and excited about that you can't **HELP** but offer it to everybody you know. You don't have to change your catalog of services; it is more about narrowing the focus of your Brand.

Your Ideal Client is looking for a specific solution. You should be very specific in your offerings so that they recognize that solution when you present it to them. They aren't going to buy your album that lists the tracks as "The Cool Songs I Sing". But, they *will* buy your album with a clear list of your biggest hits. Be specific in what you do. By focusing on what you do best, your best offering, you can create a crystal clear Brand that speaks to your Ideal Client and will solidify your place as a RockStar in your industry.

(Key #1 – Claim Your Voice)
SOUND CHECK!
What makes you so special?

No matter how much you have grown your business, or how long since you have opened your doors, your Brand is still at the heart of your business. Your Brand is all the ways that you build the relationship with your Ideal Client. The first part of that relationship is YOU; your Brand begins with setting yourself apart from others in your industry in a way that makes a significant impact on your Ideal Client.

When your Ideal Client connects with you, your product or service in an authentic way, it leads to higher sales and extensive Brand differentiation. This leads to loyalty and creates an ideal platform from which you can expand your offering. So, first things first, find ways to separate yourself from the rest of the chorus. The following questions can help you clarify what makes you tick and what makes your business different! Explore your greatest hits!

And remember,

“BE YOURSELF! EVERYONE ELSE IS TAKEN!”
(Oscar Wilde)

Key Benefit



When you are clear about who you are, and what you offer, you will project that in your brand, your voice, your marketing, your mission and in all of your business dealings. By focusing your resources, you can save yourself from wasting time and money chasing fruitless leads.

The idea is not to change who you are to meet their needs. Your Ideal Client loves who you are - they want your style and your flair. Do what you do best!

YOU

What would you consider to be your core values?
(i.e. authenticity, balance, dedication, honesty, humor, money)

What expertise do you offer? What special skills do you have?

What makes you different?

What do you want to be known for?

What do you LOVE about you?

What drives you? What makes you excited to go to “work” each day?

What are your personal strengths and weaknesses?

What is so easy for you to do that you assume everyone else can do it too?

What breaks your heart? What makes you angry?

YOUR COMPANY

Why did you choose the industry that you are in?

What are your core business values?

How many hours a day do you want to work? How many days a week?

What problem do you resolve? What solution do you offer?

What are the benefits and features of your service/product?

What do your current customers think of you?

What do you WANT your customers to think of you?

What qualities do you want your Ideal Client to associate with you?

What makes you uniquely qualified to resolve your customers' concerns?

What do you LOVE about your business?

YOUR NAME IN LIGHTS

Now to sum up... write a brief description of who you are and what you and your company stand for. This isn't about using all the pretty words and making it flow perfectly. This is for YOUR use so authenticity is more important than eloquence. Write your results below and when you're done, read it out loud. Twice. You are amazing, you do incredible work for your Ideal Client, *so sing it out loud!*

[illegible]

KEY #2

CONNECT WITH YOUR FANS

Identify your Ideal Client

If you ask any RockStar, she will know who her fan base is. And not just an approximate description, she has the details. She knows their age, their gender, and in what cities her shows will be the most successful. She knows who buys every new album, including the compilation cd's and the random holiday album. She can probably give you a fairly detailed description of the fans who sit in one of the first three rows, the ones who buy - and wear - the concert t-shirts. A RockStar knows those fans, knows what makes them tick and knows what songs make them jump up and dance! She knows those fans because her livelihood - her success - depends on it.

Creating a RockStar Brand means truly knowing your audience, knowing your Ideal Client. If I ask you who your Ideal Client is, and your answer is "well, really, everybody is, because they all could use my product/service", then you have misunderstood my question. I don't want to know who could use your product or service. That's just *an* audience. You may as well be singing your #1 hit song to someone else's fans. I'm talking about *your* audience, your Ideal Client.

By targeting "everybody" you are targeting no one. How well do you respond to mail that shows up at your door addressed to "Current Resident"? Does that make you excited to see what's inside or does it make it any further than the garbage once you get it inside?

Your Ideal Client is completely different. Your Ideal Client can't just use your product or service. They want it, now, and they are happy to pay you for it. They spend time and money trying to find you because you are critical to their happiness and success.

Your product or service resolves a specific issue. It is up to you to identify the person or company that finds that issue the most troublesome. Who will lose the most if that issue isn't resolved? THEY are your Ideal Client. They are looking for a specific solution, and YOU are that specific solution.

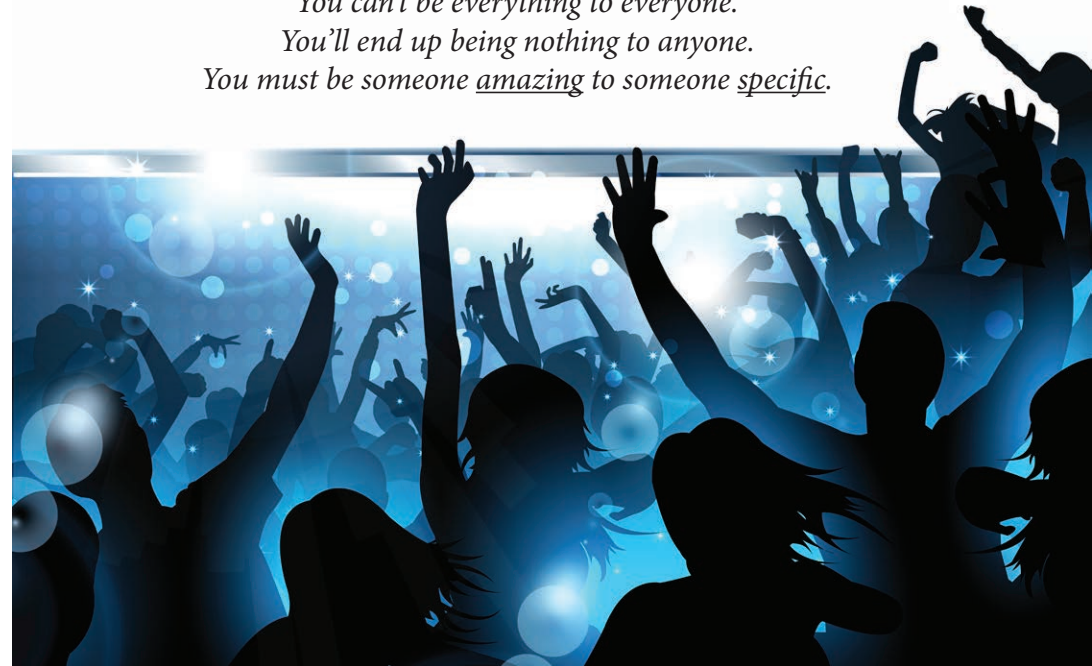
The relationship with your Ideal Client doesn't just go one way. As with any healthy relationship, all parties need to be happy for it to be "ideal". As you look for people who want your products and services, ask yourself, who do you want? With whom would you most like to work?

What makes a company your Ideal Client includes many factors. You have been in business long enough to experience working with a lot of different people, and some of them you like working with more than others. It happens. Even if they are your largest client financially, they may not be your favorite. You probably have a few clients that you truly love serving; they make you laugh, you have things in common with them on a personal level, they give you a higher level of freedom to work your magic, etc. Whatever it is, that relationship makes you happy. And that moves them closer to being an Ideal Client for you.

In addition to clarifying *who* they are, it is important to get very clear about *where* your Ideal Client is. You need to know where they are so you can find them easily. Find out where they hang and out and what they do for fun. This will save advertising and marketing resources - your time and money - because you can narrow your search and focus your efforts.

The more specific you are about who you are looking for, the more effective your RockStar Brand will be and the more successful your marketing efforts will be.

*You can't be everything to everyone.
You'll end up being nothing to anyone.
You must be someone amazing to someone specific.*



SOUND CHECK!

Who are they and what makes them tick?

They are out there looking for you - do you know who they are? Your Ideal Client knows they want your product and service but they may not be able to find you. The most effective, and least expensive, option is for you to go to them! It is easier, cheaper and faster to go where your Ideal Client already lives and hangs out, than to drag them over to where you are. Go where they are and be visible!

It's time to ask a few questions about your Ideal Client. The more you know about your Ideal Client, the easier it will be to find them in their natural habitat, tailor your message to reach them and move them to action. You can identify your Ideal Client by their physical attributes and geographical location (demographics) or by their personality and behavior (psychographics). Ideally, you will do both.

The following questions will support your efforts in identifying and finding your Ideal Client. But don't stop there! I encourage you to take this a step further. You can decide which factors are super critical and which ones maybe aren't so important. Some of these identifiers can be deal breakers, while others may feel like a 'nice idea'.

For example, you may decide that your product or service is just perfect for a single woman in her 30's who owns her own business. However, maybe your product will still work really well for her if she is in her 40's but it isn't such a great fit if she is married. So, her marital status qualifies her as your Ideal Client more than her age does. And maybe her business ownership does not matter at all to whether or not she is a good fit for your business.



Key Benefit

It is easier to FIND someone when you know what they look like and where to find them. You will save TIME and MONEY by going directly to where they already are and getting your product or service in front of them.

After answering each question below, decide how important each feature is to you in finding your Ideal Client. Write '+' next to each item that is critical.

Write '0' if it is less important but would still be a good thing.

Write '-' if it doesn't matter at all when selecting your Ideal client.

+ / 0 / - DEMOGRAPHICS

_____ Age? _____

_____ Gender? _____

_____ Ethnicity? _____

_____ Language? _____

_____ Relationship Status? _____

_____ Education Level? _____

_____ Profession? _____

_____ Geographic Location? _____

_____ Employment Status? _____

_____ Approximate Income? _____

+ / 0 / - PSYCHOGRAPHICS

_____ Where do they find their information? (Online? Offline?)

_____ Do they tend to buy one time or multiple times?

_____ What do they value?

_____ What products/service do they buy that are similar to yours?

_____ What wakes them up at 3:00am? What are their fears and worries?

_____ What specific solution are you offering your Ideal Client?

_____ Does your solution resolve a fear or a worry for them?

_____ How do they spend their free time?

_____ How do they spend their "extra" money?

_____ What are their interests?

_____ What are their favorite books? music? food?

_____ Do they prefer to play alone or with a group of people?

_____ Are they spontaneous or are they planners?

_____ What motivates them or moves them to action?

_____ Do they make immediate decisions or do they like to "think about it" for a while?

Find all the features you marked as critical, with a '+' and write those answers in the space below. That is a clear description of your Ideal Client.

(Key#2 Part 1 - Connect with Your Fans)

IDEAL CLIENT FUNNEL

You say who, you say when, you say how much!

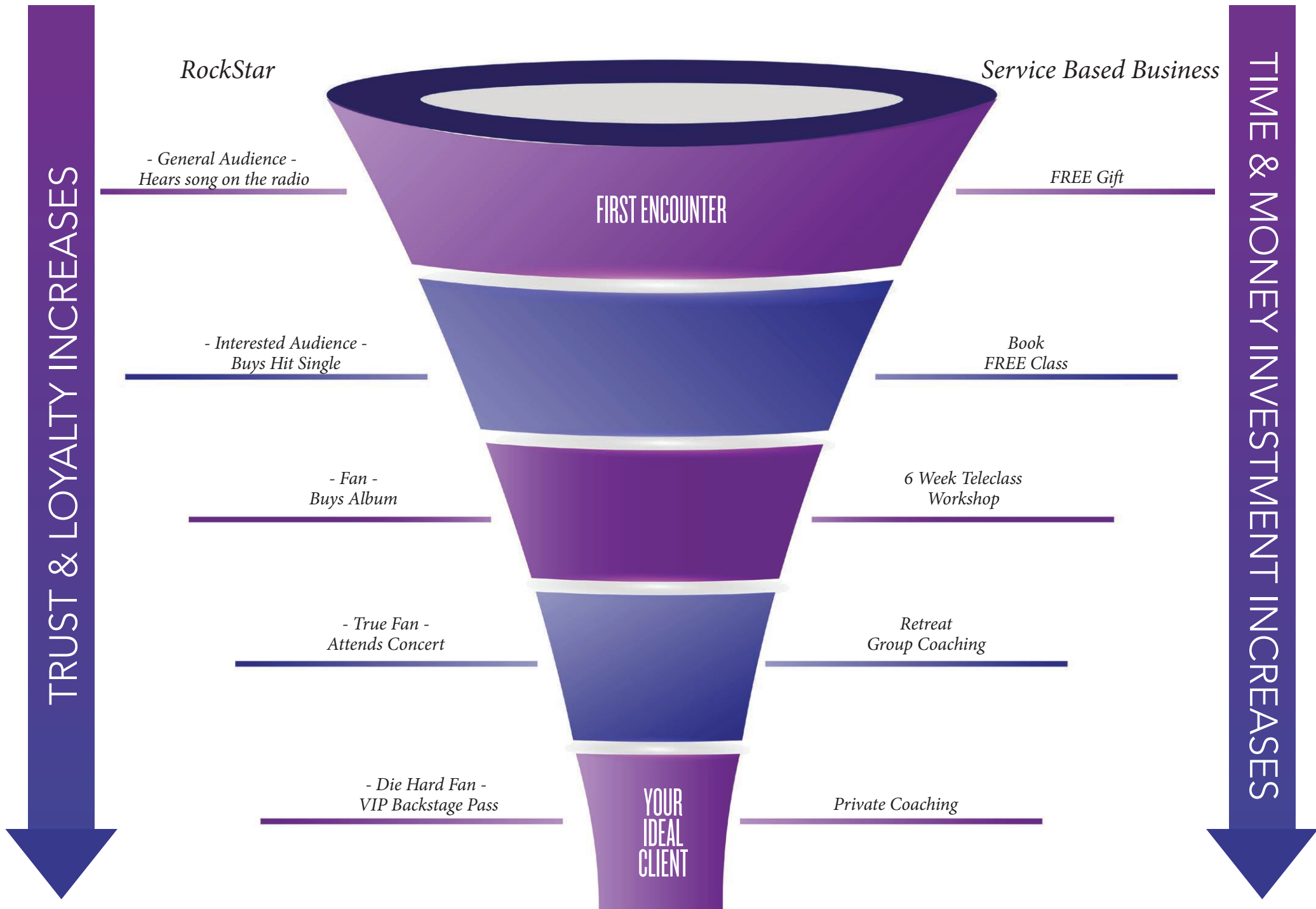
Your RockStar Brand can help pave the way for a casual radio listener to become a die hard fan with a VIP backstage pass. From your first meeting, determining where a potential client fits into your process can be a little tricky. It can be helpful to visualize your Ideal Client process as a funnel.

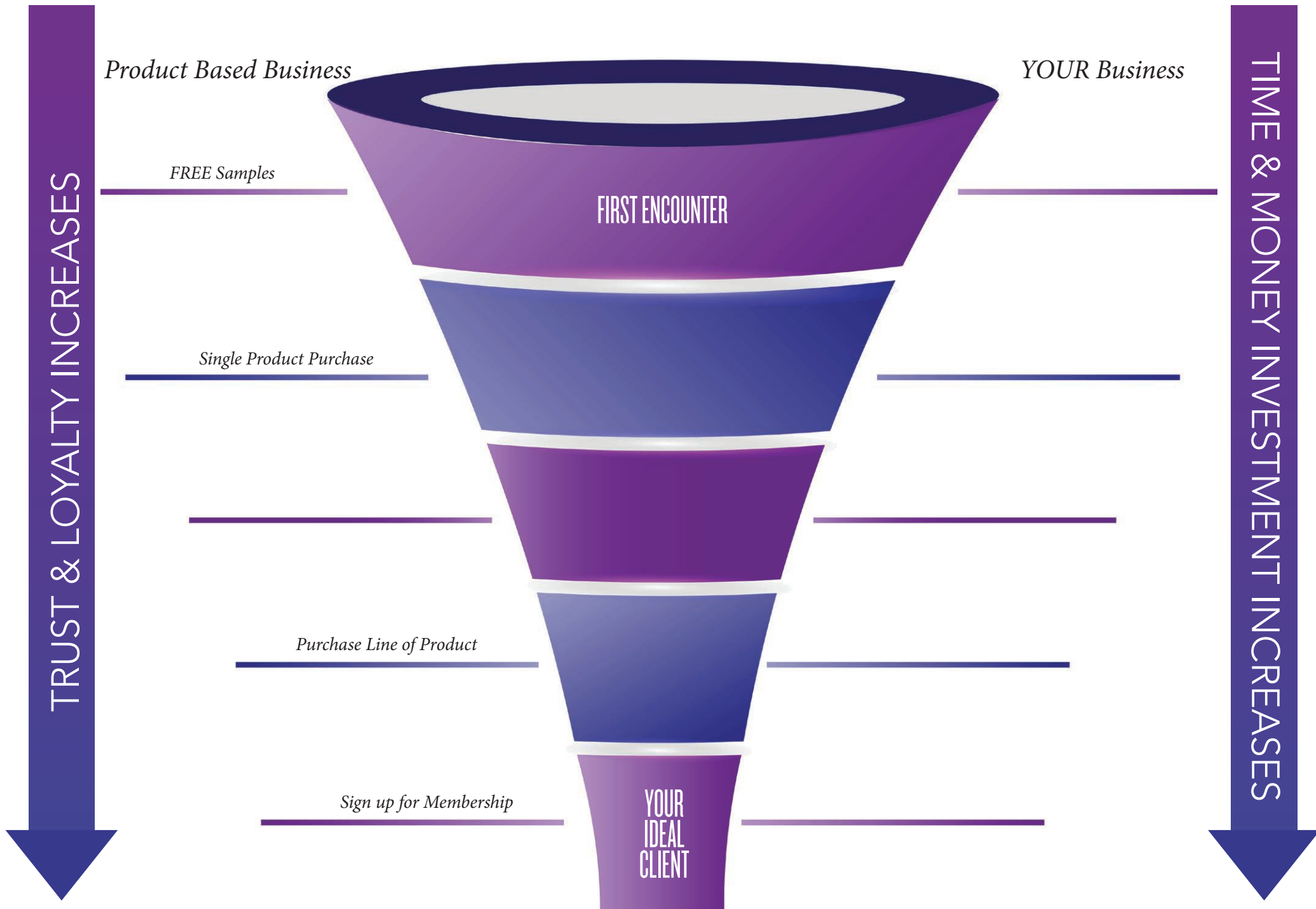
Although there are more people at the top of the client funnel, they are also not as sold on you or your business as the select Clients at the bottom. People at the top rung are aware of you, but may not ever purchase from you or enlist your services. Most of the people you meet will never reach the bottom of the funnel - and that's okay! The person or company who moves from a general lead to an Ideal Client is the one who is a better fit for you.

The more specific you are about who you're looking for, the more specific your RockStar Brand will be and the more successful your marketing efforts will be. Your Brand will focus on those at the bottom of the funnel - those who are your die hard fans, your Ideal Clients. You will probably work with some of the people in the top rungs to some extent. After all, you have a lot of products and services to offer. People can move in and out of your client funnel at any time and at any level, but when they reach the most narrow, bottom rung of the funnel, they are your die hard fans. They meet all your requirements, all your client specifications.

They are your Ideal Client.

If you have completed the SoundCheck #2, you already have a clear idea of who you are looking for. This next exercise can be used to dig a bit deeper and visualize who your Ideal Client and at what level each piece of your marketing collateral is attracting them. Keep in mind, your funnel can be very simple (2 steps) or as involved as 5-6 steps. To keep your Ideal Client interested and reduce confusion, I would recommend keeping your funnel to fewer than 7 steps. I have included samples of an Ideal Client funnel on the next pages. Then you can outline your own funnel and see where your current and potential clients fit.





CRAFT YOUR MESSAGE

Sing a little bit louder now!

Clarifying your Tone

Is your schedule full of \$20 the hard way customers? Are you working with people who excite you and do you get to do what you love to do?

- You have Claimed 100% of your Voice.
- You are committed to connecting with 100% of your Ideal Client

Now, you get to craft a message that draws those people in and allows you to do more of what you love to do! I don't just mean your 30 second introduction or the tagline on your website. Your message is how you share your solution, your business, and your genius online, offline, in person... all of it! Your message is how you share your Brand.

Let's make sure you are clear about your business tone, or voice. You are clear about who your Ideal Client is so now you get to decide how you want to talk to him/her.

More than specific words or phrases, the tone is the heart and soul of your communications. Your tone is how you speak to and connect with your Ideal Client. Your tone can be authoritative, informative, fun and even just witty but no matter what you choose, it absolutely must be authentic. Your Ideal Client will be able to tell if you're not genuine. They won't be able to develop an emotional connection with you if you're not authentic. And without the emotional connection, they will choose to build a relationship with someone else's product or service.



USE YOUR WORDS

You want your Brand tone to be authentic so it will most likely sound like YOUR voice. As you add your words to the sentences below, think of how they will sound, always making sure they sound like YOU.

- I want my brand to make my Ideal Client feel _____

- _____ makes me feel this same way.
- Three words that would describe my brand include _____, _____ and _____.
- I really like the tone of _____ and would like it if my Brand sounded similar.
- I really dislike Brands that sound like _____.
- I want people to _____ when they first connect with my Brand.
- When I interact with potential clients and my Ideal Clients, it makes me feel _____.

Read the complete sentences out loud - do they sound funny or awkward? If so, what kind of funny? Do they make you laugh out loud or is it sort of tongue-in-cheek funny? Does it sound like the "real" you or more like you think you SHOULD sound? Do you sound authoritative? Condescending? Do you sound like you have the solution and you have your clients' best interests at heart?

KEEP IT CONSISTENT

Building and maintaining your Brand never stops. It should be visible and reflected in everything your Ideal Client sees - and feels - when interacting with you, your products and services.

If a client walks into your office, your Brand should be on display in the environment (decor, wall art, etc) and with the personal interactions (the way they are greeted and treated).

Anything tangible you create including business cards, printed advertising and packaging - needs the stamp of your logo. It also needs to carry your font choices, your color scheme, and your tone. Incorporate your voice into your outgoing voice mail message, add your personality into your content both on and offline. When you create social media profiles, visually brand them appropriately and also, use your chosen tone for all posts, replies, etc.

Don't change your Brand for change sake. Without measured, proven, customer response, don't go changing things just because you want something new, or you saw something cool while browsing online. Consistency is key so if you choose to re-Brand, it had better be worth it. The inconsistency of frequent Brand changes will confuse your Ideal Client and make long term Brand loyalty nearly impossible. Remember - a confused mind always says "NO". Once you choose your tone, use it on every single piece of content you create.

*If you want bigger Fish, you need to use better Bait.
Otherwise, all you catch is Carp.*

CHALLENGE YOURSELF

Take your RockStar Brand to eleven!

Congratulations!

You have taken time out of your busy schedule to develop your RockStar Brand! By using your Voice and being very clear about who you are and what you offer, you can focus your marketing efforts more effectively toward your Ideal Client. With a you are ready to Rock-n-Roll in your business!

The following pages include opportunities to further strengthen your RockStar Brand - take it to eleven! I am offering you a challenge designed to strengthen each of the 3 Keys to Creating your RockStar Brand. Don't just read them - do them! Create a realistic deadline for each challenge and prepare yourself to receive amazing feedback and support for your business.

*If you feel stuck or have additional questions about how to create your **ROCKSTAR BRAND**, please visit www.yourbrandbydesign.com to apply for your complimentary Discovery Duet, an opportunity to chat with me one-on-one, wherein we can answer your questions, work through any struggles and move you further down the road to success!*



List your 5 favorite clients below.

1

2

3

4

5

Now, call them. Yes, on the phone. Ask them what they think of you?

- Do they think of you the way you want them to?
- Would they happily give you a referral?
- Are you comfortable asking them for a referral?

If you are answering 'no' to any of these questions, what can you do to change that? Write some of your ideas below:

Write below who you currently consider to be your biggest client.

Do they match up with what you said your Ideal Client looks like?

Are they your **Ideal Client** or are they a *great* client?

Does working for them keep you in alignment with what you said was important to you?

Do you get to do your BEST work for them?

If they are not your Ideal Client, it is time to refocus your efforts so that you DO attract your Ideal Client. Just imagine how much more AMAZING your business could be when you find your Ideal Client and start making amazing music together!

READY TO ROCK N ROLL!

You are well on your way toward creating your own RockStar Brand - Congratulations! A little clarity can do amazing things for your business. By taking time to think about who you are and what your business offers, you can more effectively share your message with your Ideal Client. A RockStar Brand is one of the easiest ways to save time and money in your marketing efforts.

Remember, it is not about reducing inventory or turning people away who want your services but may not be exactly who you are looking for. You will attract people from all around because you are the expert in your field and your marketing efforts are working. Creating your RockStar Brand is all about developing a healthy and strong relationship with your Ideal Client through consistent, focused strategy and creating marketing collateral that effectively delivers your clear message in a way that moves them to action.

You have the tools and the experience to create your own RockStar Brand - today is the time to Rock n Roll!

So lace up your platform boots and let's get started!

I work with individuals who are committed to creating deep, genuine connections with their Ideal Clients and are looking to deliver an experience that matters. They understand that it is by building higher-impact connections in a brand aligned manner that they can increase their profits and dramatically impact lives. They see the importance of being intentional with their marketing with specific attention to their Brand presence and are committed to a vision that matters.

We work together to assess where their brand is, map out where they want to head, create custom-crafted strategies to leverage and optimize their business objectives while they uncover tailor-made ways to share an elevated experience that connects them with their Ideal Client and moves them to take action in profitable ways.

I also work with individuals to create Brand Strategies for those who are at the forefront of a mission or movement. They understand the importance of being the voice at the forefront, noticed on the net and known the instant they walk in the room. We create strategies so they can be seen as the authority in their industry, connect with their Ideal Clients be a voice that furthers their movement.

I enjoy everything music related –attending live concerts, impromptu dance parties in the kitchen with my daughter, and singing anywhere the acoustics allow. If you spend more than 20 minutes with me, you will hear at least one movie quote and a handful of “amberisms.” I highly recommend watching the movie Real Genius. It is totally 80's and wonderful and will help you understand at least 20% more of my sense of humor.



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