



## Create Your Brand

If you don't take time to define what your business is all about, you'll be spinning your wheels and going nowhere fast. Without a core message it's difficult, if not impossible to attract your ideal customers. You'll struggle with branding and your ideal clients will be deaf to your message.

My core values, my message, is at the heart of every single email I send, of every single article I write, of every Facebook post I create. It's like a guiding light for me and my followers can feel it.

Your mission and vision statement come from your core values and core message. Once you've defined who you are, what your company stands for, and the reason behind its existence, your ideal clients can hear you so much better.

Your Core Message is the BIG idea you want to share with the world. It captures the emotional core of who you are and what you stand for. It is at the heart of your business.

Your Core Message isn't WHAT you do. Your Core Message is WHY you do it.

### **Simple Exercise:**

I [provide] \_\_\_\_\_, (group and individual coaching services to coaches)

To help my clients [feel] \_\_\_\_\_, (feel confident and be fully empowered)

so that they will [become/have] \_\_\_\_\_ (become successful and feel fulfilled in all areas of life that are important to them)

## Now What is Your Core Message?

I provide:

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So that my customers will feel

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So that they will become/have:

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## Core Values

Your core values state the central “musts” and “must nots” of your company — the vital values that need to guide leaders and employees in their day-to-day and long-range decision-making. Adding the important component of clarifying them on paper helps to solidify them in the minds of all. In a way, it’s your company’s standards.

### **Examples:**

Integrity

Boldness

Honesty

Trust

Accountability

Commitment to Customers

Passion

Fun

Humility

Continuous Learning

Ownership  
Empowerment  
Constant Improvement  
Leadership  
Diversity  
Innovation  
Quality  
Teamwork  
Simplicity

Now, you can either use 1st or 3rd person when you write your core values.

**My Core Values:** Leadership, Honesty, Generosity, Love, Genuineness, Joy, Femininity, Uplifting, Inspiration, Liberation, Healing, Empowerment.

From your core values, you can get clear on what you REALLY want, the values you want your company to stand for.

Do this by asking your heart. What values light up your fire? What values feel fulfilling to you? Naturea to you? What values bring you joy? What values make you feel excited? Good? Balanced?

If you want, you can stop there or you can flesh it out in a few sentences. Here are a few examples:

(My business) strives to lead and serve with integrity, honesty, kindness, and compassion.

(My business) strives to bring female entrepreneurs together by strengthening relationships instead of promoting competition.

(My business) strives to help female coaches find happiness, fulfillment, success, purpose and passion through serving, inspiring, uplifting, healing, empowering, loving, and liberating its clients.

(My business) helps coaches transcend their fears, educates its clients on the strategies of success, and is committed to the never-ending individual and professional growth of its clients.

Also notice that a few of those sentences weed out a few things. For example, one doesn't work with men. Some don't work with women who are competitive/unkind. Some don't work with women who don't want to work hard or who are just dabbling in their businesses.

Brainstorm here:

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## Mission Statement:

A mission statement springs from your *core message* and *core values* and is your overall, lasting formulation of why your company exists and what it hopes to be. A mission statement is a clear statement of your company's purpose, its reason for existing in the first place.

It includes the things you want to accomplish and an outline of how you intend to fulfill them.

Why did you form this company, and what are you hoping to accomplish by developing it and offering its products or services to the public?

### **Examples:**

American Express: We work hard every day to make American Express the world's most respected service brand.

Nordstrom: To give customers the most compelling shopping experience possible.

TED: Spread ideas.

Google: To organize the world's information and make it universally accessible and useful.

**Write your mission statement or ideas for your mission statement here:**

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## Vision Statement

Your vision statement is usually short and concise, and will paint a picture of what your company might look like in 5 years, or in a decade or two.

A vision statement states where your company aspires to be once it has accomplished its goal/mission. It's the end goal of the company, if/when it accomplishes its purpose. Below are some vision statements from well-known companies:

**Examples:**

Alzheimer's Association: A world without Alzheimer's disease.

Teach for America: One day, all children in this nation will have the opportunity to attain an excellent education.

Microsoft (at its founding): A computer on every desk and in every home.

My Vision Statement for my anti-anxiety group: An anxiety-free world.

**Write your vision statement or ideas for your mission statement here:**

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*Developing your personal brand is the process of discovering who you are, who you want to be, and who people perceive you to be.*

When you think of the word “brand,” what comes to mind? Colors? A name? A logo? Values? Your message? The feel of your business? All those are certainly major parts of a brand and we will go over those today.

However, if you REALLY want to stand out and get noticed, not just only sell products or services, we have to take it a step further. For our ideal customers to jump on board with us and LOVE our brand, we have to communicate so much more than the basics in our branding.

Here are a few essentials we must communicate:

- That we are trustworthy
- That we we can deliver on our promises
- That our product or service is key to them having what they want
- That we *genuinely* care about their happiness, well-being and success

*In addition, we must know our “WHY” and be able to communicate that to our customers EVERY step of their customer journey*

First, it is 100% essential that we entrepreneurs maintain a high level of integrity. It’s absolutely necessary that we focus on our customers best-interest and that we deliver on our promises. This takes honesty, a desire to serve, genuine caring, and a commitment to excellence.

Most entrepreneurs I have worked with don’t struggle with integrity. They are amazing humans and are excellent at what they do. They are in business for all the right reasons.

However, those same entrepreneurs who are amazing at what they do, who are knowledgeable, skillful, caring, trusting, and hard-working, find their businesses stagnating.

Why do amazing companies fail? Here are a few reasons:

1. They aren't able to communicate to their customers their why (what they stand for, why they are in business, and who they are).
2. They aren't able to communicate to their customers what they offer and why.
3. They don't believe in themselves enough or in their product (the founder lacks confidence).
4. They don't know their ideal clients, or they have the wrong product/service offering..
5. They lack the skill (i.e. technical skills) in delivering their message, or don't have a system to bring customers to them.

The heart of your business is you "WHY."

Your *why* starts with your core message and your core values. Why are you in business? Your 'why' should shine through in your mission and vision statement. Your 'why' should shine through in your ads, in your emails, in your services or products.

When your heart, or your 'why' shines through in everything you do, you have a brand. And the amazing thing about a solid brand is that your brand works for you in building trust in your customers even when you aren't present. And when your branding is done right, many or all objections melt away, making the sales process that much easier.

If you can communicate to a prospect in such a powerful way that they feel deep down inside that your services or products are key to them getting what they want, then all other objections and concerns melt away and they feel compelled to buy from you because they want in.

As you're now probably starting to realize, your brand is so much more than colors, your name, your logo, and even the company's personality (although that's part of it).

In addition, your brand is the *personality* and *character* of your business, and is a promise to your customers.

The main purpose of a brand is so that your company connects to your ideal clients in a *human* way, avoiding robotic, shallow properties, and giving your company the attributes of an actual person who is trustworthy, relatable, and endearing.

An easy way to think of it is that individuals are like brands. Individuals have a name, a face, a style, a personality, a feel, a specific way of communicating, a hair color, eye color, a shape, personality, and character. Likewise, businesses have names, products, logos, colors, fonts, voices, and reputations.

When you are clear on your brand, it's so much easier to consistently maintain that brand in every part of your business, whether that be in your Facebook group, on your website, in an email, in advertising and marketing, or other. Your customers come to create a relationship with your brand and they feel "at home" with you and your business because it is consistent. They feel it is trust-worthy.

When we are successful at branding, it also helps to weed out the customers that are not an ideal fit for you. Most people won't be a fit, and that's ok! Your brand will resonate with your Ideal Customers, and will make your sales process all the more seamless.

## Building Your Own Brand in 7 Steps:

### 1. Become a Magnetic Entrepreneur

Have you ever spent time with a person who draws you in, engages you, and helps pull your talents and skills out, inspiring you to the greatness within you? I know I certainly have! These people have that special *something* that everyone wants a piece of.

Magnetic entrepreneurs are fantastic at building momentum, engaging their customers and followers along the way, and proactively draw people towards a specific vision (your vision!).

These entrepreneurs create an engaging environment, whether that be in person, online, or other, while still maintaining genuine relationships that cultivates a close-knit community. Magnetic entrepreneurs inspire and empower people to their greatness and have long-term visions both for their business *and* for their customers.

*You* are the face of your brand. You are the owner of your own little empire. People will be drawn to *you* as you continue to develop yourself and live from your heart.

Below are the qualities of a Magnetic Entrepreneur. Let's review them!

1. **Magnetic Entrepreneurs Are Authentic.** They don't try to be something they are not, nor do they change who they are to please others. They are true to themselves, are honest in their dealings with others, and have integrity. They are not afraid to share their mistakes or shortcomings, to be vulnerable, and to be wrong.
2. **Magnetic Entrepreneurs Are Selfless.** Business is for people, not for products or services. It's when we are truly in the service of others that we become magnetic.
3. **Magnetic Entrepreneurs Are Great Communicators.** They communicate frequently and clearly. They are not afraid to speak their minds, even if/when it



makes them unpopular. They are quick to resolve misunderstandings and understand that great communication is an important aspect of being a great entrepreneur.

4. **Magnetic Entrepreneurs Have Charisma.** They have a charm that is relatable and inspires devotion. Instead of being boring, they are interesting, or fascinating. This doesn't mean you are energetic, or excited or full of happiness and joy all the time (although that doesn't hurt), it means you have a dimension that is fascinating to others.
5. **Magnetic Entrepreneurs Are Transparent.** Entrepreneurs who are transparent are consistently honest and open in their communication — so much so that people never have to guess what these coaches really mean when they say something. This level of openness often spreads to the entrepreneur's followers.
6. **Magnetic Entrepreneurs Are Visionaries.** Vision and magnetism go hand in hand. Visionaries, like the late Steve Jobs, or Nelson Mandela, are the dreamers who help us believe and realize that anything is possible. They open our minds to a new dimension, a whole new world of possibilities. They have a vivid imagination that inspires others to get on board and come along for the ride. They also see the vision for their customers and they hold the visions steady, never wavering.
7. **Magnetic Entrepreneurs Are Resilient.** They understand that there will be times when things won't go according to plan and realize that they must keep charging ahead, often course-correcting as they go.
8. **Magnetic Entrepreneurs Take Responsibility And Ownership.** Blaming is not something they choose to do. When something doesn't go according to the plan (even if it's because of outside influences) they decide to take radical responsibility and ownership. They choose to live this way, because this is how they want to show up in life. As a result, Magnetic Entrepreneurs attract their ideal customers, their tribe, and business success comes effortlessly.
9. **Magnetic Entrepreneurs Have Clear Boundaries.** Just like everyone else, they love to be liked and accepted by others. However, they don't engage in people-pleasing. They know that people-pleasing is a slippery slope to misery.
10. **Magnetic Entrepreneurs Shine Their Lights!** They *choose* to rise up, step into their greatness, claim their space, let their light shine so bright, that there's no mistake about who they are or what they stand for. They honor who they are, where they are, and what they stand for. Doing this not only allows them to step up but also gives others permission to do the same.
11. **Magnetic Entrepreneurs Invest in Personal Development and Are Life-Long Learners.** They are committed to learning, growing, and developing themselves. When they don't know something, they choose to figure it out. When they don't understand something, they choose to learn. This demonstrates their ability to be

vulnerable in knowing that they, as a leader, have more to learn. While this helps their development, they also quietly give permission to others to invest in their development, the definition of leading by example.

12. **Magnetic Entrepreneurs Are Emotionally Intelligent.** They are not reactive stress baskets who fly off the handle whenever something doesn't go their way. While Magnetic Entrepreneurs still experience stress, disappointment, and failure, they're better equipped to cope with this. In addition, emotionally intelligent coaches are able to receive negative feedback and complaints without getting defensive or shutting down.
13. **Magnetic Entrepreneurs Are Influencers:** They are able to help people understand their way of thinking, rather than force them to believe in specific idea. While this skill can take longer to develop, when an entrepreneur is able to become an influencer, she is able to inspire her customers and followers to do things because they understand why they're doing it, not just because the coach said so.
14. **Magnetic Entrepreneurs Love Their Clients.** When an entrepreneur truly loves her customers, her customers can feel it and relax knowing that your company has her best interest at heart. This inspires devotion in the customer, and also repeat business and referrals. Blair Warren said, "People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions, and help them throw rocks at their enemies." When you genuinely love your customers, they can feel it, and they will be loyal and true to you.

Ok, let's move on to step 2 to Build a Magnetic Brand!

## 2. Pick Your Company's Character.

*Character* is a set of moral and mental qualities and beliefs, that makes a person different from others. It shows who you are on the *inside*. It refers to a set of morals and beliefs that defines how we treat others and ourselves.

It includes traits like honesty, virtue, integrity, genuineness, and kindness. Character traits are based on beliefs (e.g., that honesty and treating others well is important—or not).

Personality is what we do when everybody is watching, while character is who we are and what we do when no one is watching.

What are your brand's Character Traits? Think back to your core values.

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### **3. Pick Your Company's Personality.**

Personality shows what you are outside or what you are to the world. It refers to the range of distinctive personal qualities and traits of an individual. Personality is easy to read, and we're all experts at it.

We judge people funny, extroverted, energetic, optimistic, confident—as well as overly serious, lazy, negative, and shy—if not upon first meeting them, then shortly thereafter.

And though we may need more than one interaction to confirm the presence of these sorts of traits, by the time we decide they are, in fact, present we've usually amassed enough data to justify our conclusions.

#### **Personal and Physical Appearance**

What are your brand's Personality Traits? Again, consider your core values but also consider things like the outward appearance or behavior of your brand. On the next page are some great suggestions for your brand's personality.

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Simple	Artistic	Strong
Beautiful	Bold	Childish
Funny	Serious	Goofy
Responsible	Professional	Angry
Dry	Corporate	Hipster
Wealthy	Sophisticated	Bohemian
Extravagant	Silly	Modest
Fun	Patriotic	Fashionable
Affordable	Rebellious	Activist
Charitable	Caring	Handy
Outdoorsy	Young	Effective
Reliable	Witty	Peaceful
Smart	Confident	Weird
Fast	Chill	Blunt
Manly	Experienced	Vigilant
Trendy	Flamboyant	Secure
Quirky	Honest	Rugged
Active	Bookworm	Sexy
Eloquent	Resourceful	Over-the-top
Expert	Efficient	Party Animal
Energetic	Creative	Discrete
Daring	Zen	Exclusive

So for example, I have a few distinct brands. Here are two:

E-School for Coaches: Heart-Centered, Confident, Inspiring, Trust-worthy, Affordable, Effective, Empowering, Educational, Simple, Service-Oriented.

E-School for Coaches is where I offer coaching for coaches who are just starting up online and who want to build and grow their businesses. It includes things like branding, customer avatar, marketing, sales, strategy, advertising, and more (educational). Much of what I offer is free (affordable), I offer great deals to those just starting out, and it's how I serve (service-oriented).

An Anxiety Free World: Healing, Calme, Heart-Centered, Inspiring, Hopeful, Soothing, Caring.

This is my Facebook Group for those who are dealing with anxiety and stress. They are looking for ways to manage stress and anxiety. They are needing support to manage their anxiety and to find ways to find balance.

Feel the difference between the two? One brand is basic and introductory and educational in nature. It's service-oriented. The other is geared to relieve stress and anxiety. It's nurturing and healing.

I love both programs equally, as they serve different parts of the same market. So it's ok to have different brands.

#### **4. Choose Your Business Name.**

What's in a name? Depending on the kind of business you want to start, you can make the case that your name matters very little... or that it matters a lot. Your core values, message, character, personality, actions, and reputation of your brand are really what give the name meaning in the market.

However, I feel the name is very important and should reflect your brand in a meaningful way. Plus, your business name will impact your logo, your domain, your marketing, and trademark registration if you decide to go that route.

If you have any plans to expand your business and what it offers down the road, consider keeping your business name broad so that it's easier to pivot.

There are many things to consider when you choose your business name. Here are a few:

1. Don't Pick a Name that's too Similar to a Competitor's Name.
2. Don't pick names that are very difficult to read or pronounce.
3. Make Your Name Web-Friendly
4. Be creative... but not too creative
5. Pick a Name that's Consistent With Your Brand
6. Consider using foreign language words
7. Check the availability of your best brand name ideas
8. Keep your brand name simple
9. Think of symbolism when selecting a brand

#### **Consider These Brands:**

Nike: This well-known brand is also the name of the ancient Greek Goddess who personified victory. There's a whole lot of powerful meaning behind those four letters.

Dove: Doves conjure up feminine images of purity and softness. Ideal for a toiletry brand.

Gap: This brand refers to the generation gap between adults and kids.

Gatorade: This drink was developed for the Florida Gators.

Amazon: This mega company was named after the world's biggest river.

### **What Makes a Good Brand Name?**

There are several theories and also studies on what makes a good brand name. One study showed that buyers respond more positively to brand names that have repetitively structured names, such as Coca-Cola, Kit Kat, and Jelly Belly.

There's no magic formula to create or choose a good name (not that I know of anyway). However, there are a few traits that make a brand name pop and is easier for your clients to remember:

- It communicates your brand's essence
- It conjures an image
- It creates a positive emotional response and connection
- It is unique
- It is memorable
- It stands out from your competitors
- Clients can easily interpret it, say it, spell it, or Google it
- It can grow with your business and maintain relevance
- You can translate/communicate it through design, including icons, logos, colors, etc.

To create a good name, try these steps:

#### **To do 1: Focus on Your Brand's Heart**

Before you pick or create a name, you need to understand your 'why,' who you are and what you're trying to achieve. To do this, refer back to your core message, your core values, your mission vision statements, your brand's personality and character.

## **To do 2: Consider What Makes Your Company Different**

What makes your specific brand unique? Your core values and message, your mission and vision statement are things that make you unique, but there are also plenty of other things about your business that make you different. Keep these differentiators in mind as you go through the naming process. Remember: You aren't just looking for a good name. You're looking for a great name for *you*.

## **To do 3: Brainstorm**

Here's the fun part! Brainstorm as many names as you can. Don't disqualify anything that comes up. Just let things flow and don't judge. You'll do the judging later on. Here are a few things that can help in the brainstorming process:

- Write down all the adjectives that describe your product/service.
- If your brand were an animal, what would it be?
- Describe what you want your customers to feel when they use your product/service.
- Are there specific symbols associated with your brand?
- Do a free association of words about your product/service.

Another useful way to brainstorm is to think of the different categories of brand names.

- The Founder Brand Name: A name based on a real or fictional person, such as Ben & Jerry's, Warby Parker, or Betty Crocker.
- The Literal Brand Name: A name that describes what you do or make, such as General Motors.
- The Made-Up Brand Name: A 100% made-up name/word, such as Kodak, Xerox, or TiVo.
- The Metaphor Brand Name: Mythical, foreign, or imagery-heavy things, places, people, animals, or processes, such as Nike or Patagonia.
- The Abbreviated Brand Name: A name that uses initials or an abbreviation, such as DKNY (Donna Karan New York) or GE (General Electric).
- The Double Deal Brand Name: A name that puts two words together or a real word with a made-up spelling, such as FaceBook or Flickr.

#### **To do 4: Narrow Your List and Clear Your Brand Name**

You can't use a brand name that's already taken, so you need to clear your favorite names. Narrow your list down to your favorites (around 15-20), then search the United States Patent and Trademark Office's database of registered trademarks. If your favorite names are already taken, start over. If you still have lots of names that are still available, narrow it down to your top 3-5.

#### **To do 5: Test!**

Now that you've picked your top 3-5 brand names, it's time to test them. It's a good idea to test so that you make sure your name doesn't have an unintended meaning or is too similar to something else that you might've missed. It's also good to test just to get feedback that you might not have considered.

You can test your name by asking trusted family members or friends, fellow business entrepreneurs, or mentors. In addition, you can join FB groups where there are entrepreneurs and ask them for their opinion. You can also run a targeted FB ad to your target customers for a week or so. Then see which page got more conversions.

#### **Consider this >>>**

Some women have very powerful intuition. Some receive their brand name in their dreams. Others, it just feels like your perfect name just falls from the sky. Whichever way feels best for you, do that.

#### **A Few Extra Tips:**

- Use naming websites to generate your name for you
- Use Onym for more naming exercises, word etymologies, vetting tips, and tons of other stuff to help you create the best brand name for you.
- Use Panabee to search domain names, app names, and company names, get alternate suggestions, and see related terms.
- You can also take a look at our tips for better brainstorming to make your process more productive.



## **Step 5: Create a Mini-Declaration.**

To attract your ideal customers, and to keep them, they need to be able to identify with your brand. A great way to keep communicating your brand to them is to create a mini-declaration. The purpose of a mini-declaration is to help your clients and customers feel like they become part of the group or culture, your group or culture. A good mini-declaration will help you clients self-identify with your brand while simultaneously communicating your company's general mission and vision.

The first step to create a mini-declaration is to first come up with a short sentence your clients can identify with. It should be stated in the following way:

“I\_\_\_\_\_.”

“I’m a Lady Boss.”

“I’m a Survivor.”

“I see the Light in you.”

From there, you can create your mini-declaration, which is something you and your clients can look to when feeling doubtful or uncertain. It’s something that helps reminds you of who you are, and it also helps your clients remember who they are.

Here’s mine: “I am a Transformer. I uplift. I serve. I inspire. I heal. I empower. I spread love. I liberate. I lead. I transform lives.”

Many of the declarations come from my Core Values, which again are: Leadership, Service, Honesty, Generosity, Compassion, Genuineness, Kindness, Happiness, Femininity, Uplifting, Inspiration, Liberation, Healing, Empowerment.

## **Step 6: Choose The Look of Your Brand.**

Next, you're going to decide on how you'll visually represent your brand, by picking your colors and font. This will come in handy when you start to build your website, to print business cards, make your email banners, and more.

### **Choosing Your Colors**

In addition to defining the look of your brand, colors also convey the *feeling* you want to communicate and help you make it consistent across your entire brand. Tip: You'll

want to choose colors that differentiate you from direct competitors to avoid confusing consumers.

Color psychology is the study of colors as a determinant of human behavior. Colors have qualities that may cause certain emotions in people. It isn't an exact science, but it does help to inform the choices you make, especially when it comes to the color you choose for your logo.

This chart offers a nice overview of the associations that different colors generally evoke:

<b>Red</b> Excitement Strength Love Energy	<b>Orange</b> Confidence Success Bravery Sociability	<b>Yellow</b> Creativity Happiness Warmth Cheer	<b>Green</b> Nature Healing Freshness Quality	<b>Blue</b> Trust Peace Loyalty Competence
<b>Pink</b> Compassion Sincerity Sophistication Sweet	<b>Purple</b> Royalty Luxury Spirituality Ambition	<b>Brown</b> Dependable Rugged Trustworthy Simple	<b>Black</b> Formality Dramatic Sophistication Security	<b>White</b> Clean Simplicity Innocence Honest

It's important to consider how legible certain colors are, and how colored text might look over white and black backgrounds.

## Choosing your Fonts

It's also good to look at the fonts you'll use in your branding. Pick two fonts at most to avoid unnecessarily confusing visitors: one for headings and one for body text (this doesn't include the font you might use in your logo). A great resource is [MyFont.com](http://MyFont.com) or you can just select what's available to you. You don't have to get too fancy.

## Step 7: Design Your Logo.

Once you've picked your colors and font, it will make designing your logo easier.

A logo is the face of your company and could potentially be everywhere that your brand exists, on your website, your business cards, your Facebook Page, etc.

Ideally, you'll want a logo that's unique, identifiable, and that's scalable to work at all sizes. There are many great graphic designers out there who can create a great logo for you. Also, there are websites that can help you do it for free if you're working with a limited budget.

## **Other Ideas for Branding:**

### **Write a Slogan**

A catchy slogan is a nice-to-have asset—something brief and descriptive that you can put in your Twitter bio, website headline, business card, and anywhere else where you've got very few words to make a big impact.

A good slogan is short, catchy, and makes a strong impression. Here are some ways to approach writing a slogan of your own:

Stake your claim: Death Wish Coffee—"The World's Strongest Coffee"

Make it a Metaphor: Redbull—"Redbull gives you wings."

Adopt your customers' attitude: Nike—"Just do it."

Leverage labels: Cards Against Humanity—"A party game for horrible people".

Write a rhyme: Folgers Coffee: "The best part of wakin' up is Folgers in your cup."

Describe it literally: Aritzia—"Women's fashion boutique"

There are Slogan Generators out there that can help you brainstorm some ideas or play off of your positioning statement to generate some potential one-liners to describe your business.

### **Evolve Your Brand as You Grow**

Building a brand doesn't stop with creating a logo or slogan, or even with your brand launch. Your brand needs to exist and remain consistent wherever your customers interact with you, from the theme you choose for your website to the marketing you do to customer service to the way you package and ship your products.

You'll continue to shape and evolve your brand as you expose more customers to it and learn more about who they are and how to speak to them.

It's important to appreciate that you will never have 100% control over how people perceive your brand.

You can tug customers in the right direction, make a great first impression, and manage your reputation, but you can't control the individual perceptions that exists in each person's mind (say, if they had a bad customer service experience).

All you can do is put your best foot forward at every turn and try to resonate with your core audience. But hopefully, at this point, you have the tools, knowledge, and resources to start.

Ok, now that you have a brand, let's move onto your ideal client!