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## Biggest Branding Flubs Part 1 (and the 20 Ways to Brand Better)

### What's a flub?

A flub is something that is botched or bungled. It's when you complete a task clumsily or badly. It's a blunder!

What happens when you make a branding flub?

It hurts your image. It blurs who you are and what you do. It strips away your polish and luster. You either disappear entirely so nobody can find you or you scare away prospects and clients.

Take my advice. Rather than being so focused on how you can *find new clients*, focus on *how new clients can find you* – and love you. Focus on your brand.

Just don't flub it! *Cause bad branding does the exact opposite of good branding.*

#### **Flub 1: They say branding is complex and just too expensive.**

Not true! Branding is not complex. For our suppliers YES complex. For you - EASY. Don't make this any harder than it needs to be. Good branding is about telling a great story everyday to everyone. You don't need to pay an expert to write your story. You are the walking, talking campaign. Good branding costs you little else but awareness, effort and enthusiasm. Be aware of telling your unique story and eagerly spread the word.

Avoid this common branding flub by embracing this simple success formula:  
Awareness plus effort and enthusiasm equals higher levels of success.

#### **Flub 2: They think it's all about a catchy business name.**

It's not. Prospects and clients won't pick you because of a fancy business name. Here's a shocker: I've met many thousands of business people yet I can barely remember a company name. To me they all sound alike. I will now give you each a new business name. I promise it'll be better than what you have now, more

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memorable, uniquely yours and hold more sway with your prospects and clients. It's *your name*.

Whether you take my advice or not, avoid a widespread branding flub by relying on a cutesy business name other than your first and last! After all, people are buying *you*.

**Flub 3: They worry too much or too little about logo design.**

A fancy logo may cost you lots yet never pay off. It's an investment you don't need to make because it may be a big distraction to prospects and clients. All you need is a clean, crisp font that represents your personality. Yes, I believe your logo could simply be your business name. And, I should be able to read it out loud in one second. Some agencies commit the opposite flub – they pay no attention at all. If It blends in with other text or you use a bland icon, then I'll classify you as an amateur. See my logo? It is a free font called *scriptina*. I paid my graphic artist just a few dollars to package it up nicely and it's done. (If you need her number just call me and I am delighted to refer my friends to her

Be sure your logo will is a brand booster rather than a brand distractor.

**Flub 4: They are unaware of people looking straight at them.**

Everyone you do business will judge your appearance. Comb your hair this morning? Iron out the wrinkles in your shirt? Wait there's more. How's your posture? Standing tall and smiling or hunched over and frowning? Step out that door and branding becomes 100% you. Forget web sites and business cards. You're on stage. Avoid this flub by doing what a celebrity would do – look great always. With one big difference of course – you WANT to be seen!

If you are serious about building brand appeal, build curb appeal.

**Flub 5: They fail to realize reputations hang on every word.**

Prospects and clients judge you by the words you choose. They know if you are happy to chat or bothered by the interruption. People are judging your intelligence and ability to have a simple, intelligent conversation. If I challenged you to wipe out everything visual about you and your business and tasked you to use your voice only, would you speak differently? Absolutely you would. People hang onto every word and inflection. Your voice mail message speaks volumes too.

Every conversation strengthens or weakens your brand. Avoid this careless blunder by listening more closely to what you say and how you say it.

**Flub 6: They believe good branding improves customer service.**

Wrong. It's the other way around. Good customer service will improve branding. Rather than spend a nickel more on promoting your brand, invest more in relationships. That speaks volumes about your brand.

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Even good customer service buzz-words meaningless so let me put it this way: deliver loyalty grade service. Your brand will prosper. That's how you avoid this ridiculous flub.

**Flub 7: They can't describe what they do in 5 words or less.**

If you have trouble explaining what you can do to help me or why I need you in less than 5 words, then you can't help me and I don't need you. Don't tell me what you do for a living –that's an occupation. What's your tagline or slogan? What's your ultra powerful elevator speech? This is a critical flub because we meet people everyday.

In 5 words or less, make me want to do business with you rather than forget you the moment you walk away.

**Flub 8: They wallow in the land of *unremarkability*.**

Perhaps you've heard me say this before – there are three kinds of businesspeople – *remarkably good, remarkably bad, and unremarkable*. Sadly, most are lost in the vast universe of *unremarkable* businesspeople. They do nothing memorable. Businesswise, they are a jack of all trades but master to none.

To be remarkably good, niche. Be different. Be a specialist. Do something to stand out from the tens of thousands of unremarkable businesses. Avoid this branding flub by being extra-ordinary.

**Flub 9: They don't ever share, they just sell.**

Because all they do is sell, they stay one dimensional. Prospects and clients see them only as a salesperson with no depth. To create a brand that builds business, you need to be relatable. Writing, blogging, speaking publicly – these display your talents, qualifications and passion.

Going beyond sales makes you multi dimensional and gets you noticed and well-liked. How can you share more and avoid this branding flub?

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**Flub 10: They confuse people by wearing different costumes.**

Clients and prospects expect we will look the same the next time they see us. If we fail to meet this expectation, we fail at telling a believable story. Our message is mixed. Our branding image gets blurred. I believe it is best for us to always be authentic (so no costume is ever necessary) and to be consistent (so we appear the same everywhere). That goes for our personality and all of our touch-points – meaning anyplace prospects and clients see anything about you or your business.

How to brand better? Avoid this branding flub by simply being authentic. No acting, no costumes, no mismatched marketing.