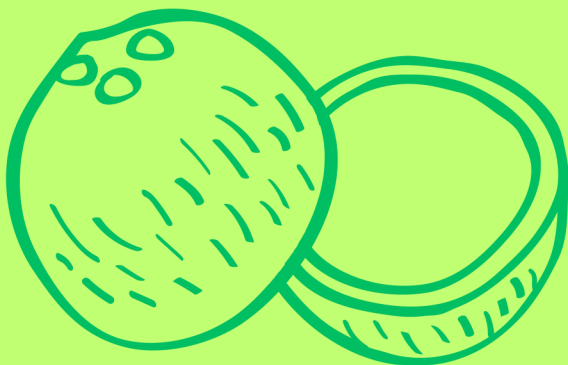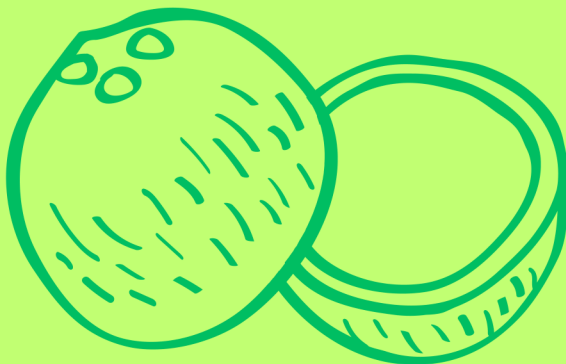# finding your voice

freebie brand guide

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going nuts?
building and maintaining a brand can be challenging!

6 step guide to creating a cohesive brand voice.

tell your story.
where do you come from?

your past experiences will help to define who you are as a business owner and operator.
this is part of your brand story and will impact how your customers will perceive your brand.

the good news is that you are continually able to rewrite your story, as you make changes that lead to growth and development for your business daily.

ask yourself: "what have I learned from my past that will directly affect how I run my business today? what is motivating you to build your brand they way that it is?"

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define your product.
what makes it different?

you will find success by creating a product or service that doesn't already exist in the marketplace for your customer, solving a problem in a unique way.

ask yourself: "if my business model already exists, how is it different or better than my competition?"

"what is my pricing strategy for my goods or services?"

"is my budget covering my costs, allowing for savings, and paying my salary?"

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define your customer.
who is purchasing?

it is important to get specific to know exactly who is shopping and purchasing from your business. you should not try to appeal to a mass market, a niche clientele is better.

ask yourself: "how old is my customer? what do they do for fun? how do they spend their money? what life factors do they have that could impact a purchasing decision? how much are they willing to spend on my goods or services?"

"what is my customer expecting when they shop with my business? what kind of service would they want/need? how is my customer interacting with competitors? are there better avenues to reach them - in person, online, sms, etc.?"

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define your brand personality. how do you want to be seen?

A brand identity is how your business looks and feels visually including the words that you use to communicate to your customer, & the complete outward expression.

take a moment. grab a pen and paper to brainstorm and think on these questions. write down your answers.

"What words come to mind when you describe your business and brand? If your brand was a person, what personality type does it have? What is your brand mantra (or set of values used for decision making)? Is your brand currently portraying this brand image across all channels to your customer? if not, what needs to change in order to create a cohesive identity?

Get as specific and unique as possible with your answers.

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create brand logo
& other such things

now that your brand has a personality, you can start to create a logo, font choices, and color scheme.

it is important that all of your visual branding elements jive with your brand's identity and personality. every part of your business needs to be aligned under your brand strategy. every time a customer interacts with your business, they need to be met with the same brand appearance & values. cohesive branding should be a decision making factor in all existing and future touch points for your business and customer experience.

ask yourself: "what energy am i creating visually?"

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use your brand voice
this is the most important part.

what your customer perceives and thinks about your brand is more important than anything you create. providing a vulnerable and real brand experience, that is true to the core of your brand mantra, is important for building trust with your consumers.

by using a cohesive and consistent brand strategy and voice (the entire branding experience across all channels), your customer base will begin to know and trust your business, as well.

as your brand gains recognition and support from your customer base, people become loyal customers and are more willing to pay more for a product they love.

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interested in more?
let's work together one-on-one!

email megan.freshtimes@gmail.com
to schedule a free 30 min intro meeting
or to ask any questions

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