

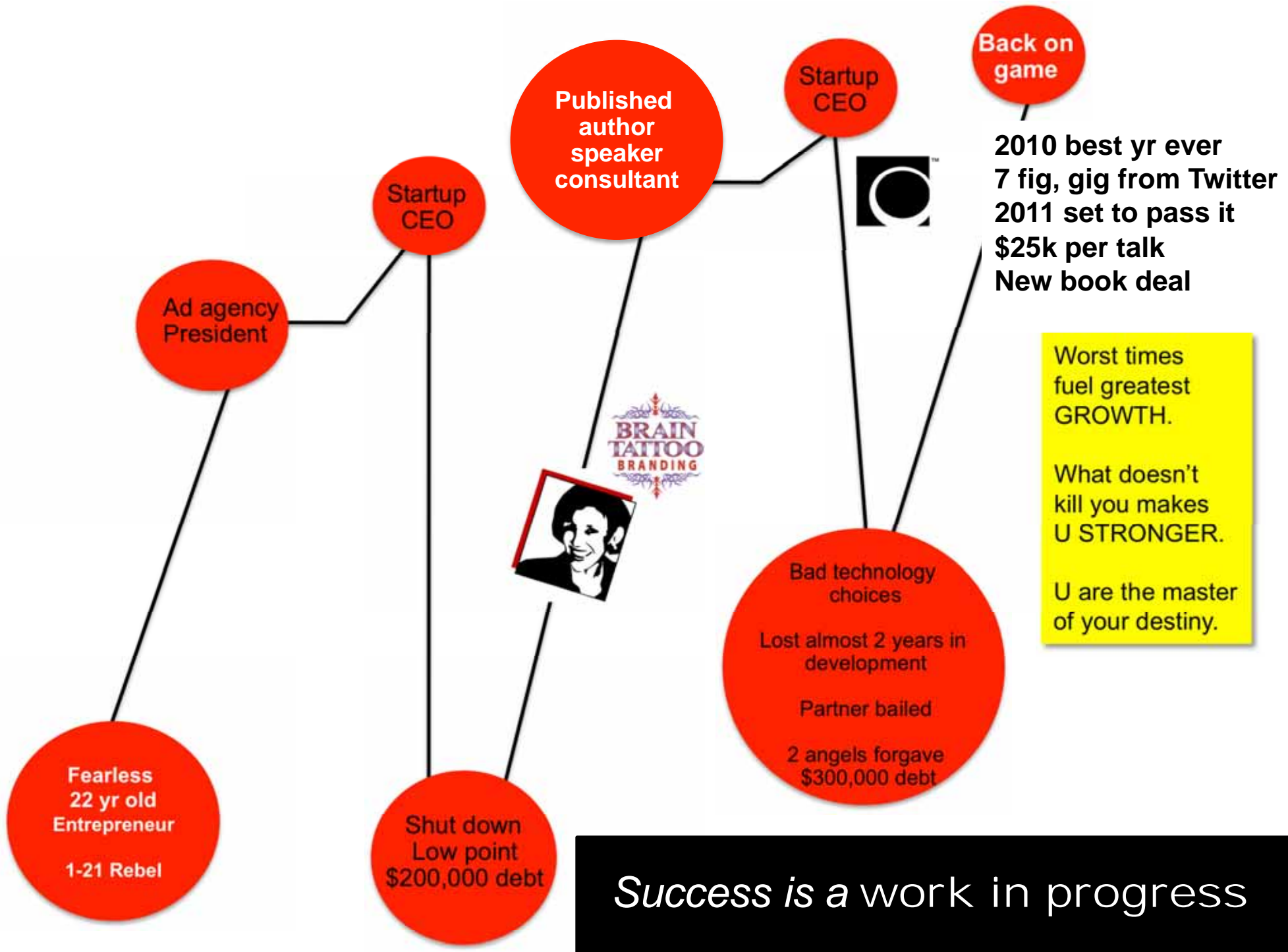
*The art, science and fuel  
for a butt-kicking*

# Brand

Southeast  
Entrepreneurship  
Conference **SEEC**  **2011** April 1st - 3rd  
University of Tampa  
Tampa, FL



Journey

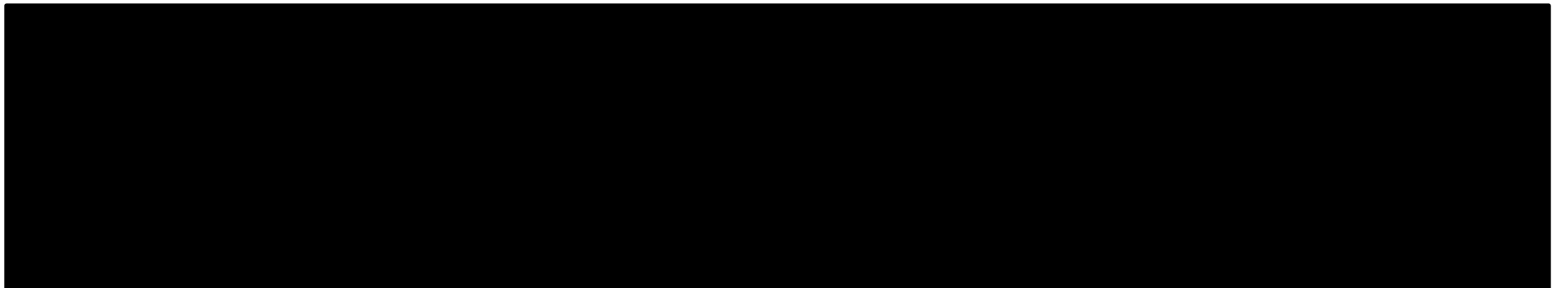


*Success is a work in progress*



*I love*

# **Branding & Entrepreneurship**





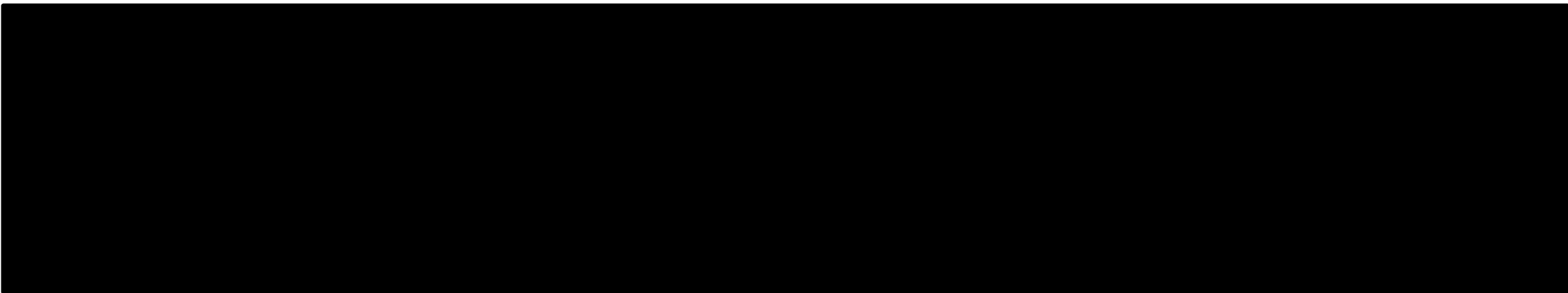
*oh,*

**Millie**



*Not butts,* **Brains**





# Branding *is not just*



logo



packaging

JUST DO IT.

tagline

**Strategy**  
**Behaviors**  
Aligned to  
business goals

**Symbols**  
**Images**  
Reflect message

**Voice**  
**Channels**  
Amplify brand

All aligned  
Actions =  
**Equity**

**Think**

**Feel**

**Expect**

*Marketing: the process*  
**Brand: the result**

PR

Web

Office

Car

Brochures

Phone  
message

Biz card

Tradeshows

Email  
signature

Graphics

Attire

How you  
speak

Social  
Media

Company  
you keep

Proposals



# *Why* brand?

- 1) Loyalty
- 2) Trust, confidence
- 3) Ambassadors
- 4) Protective vest
- 5) Premium investment, price
- 6) Opportunities, extensions



Google



*What's Brandable?*

# BRAND *essence*



*What's in your DNA?*



Purpose

*What are your  
values?*

Both should  
make you happy

*What are your goals?*



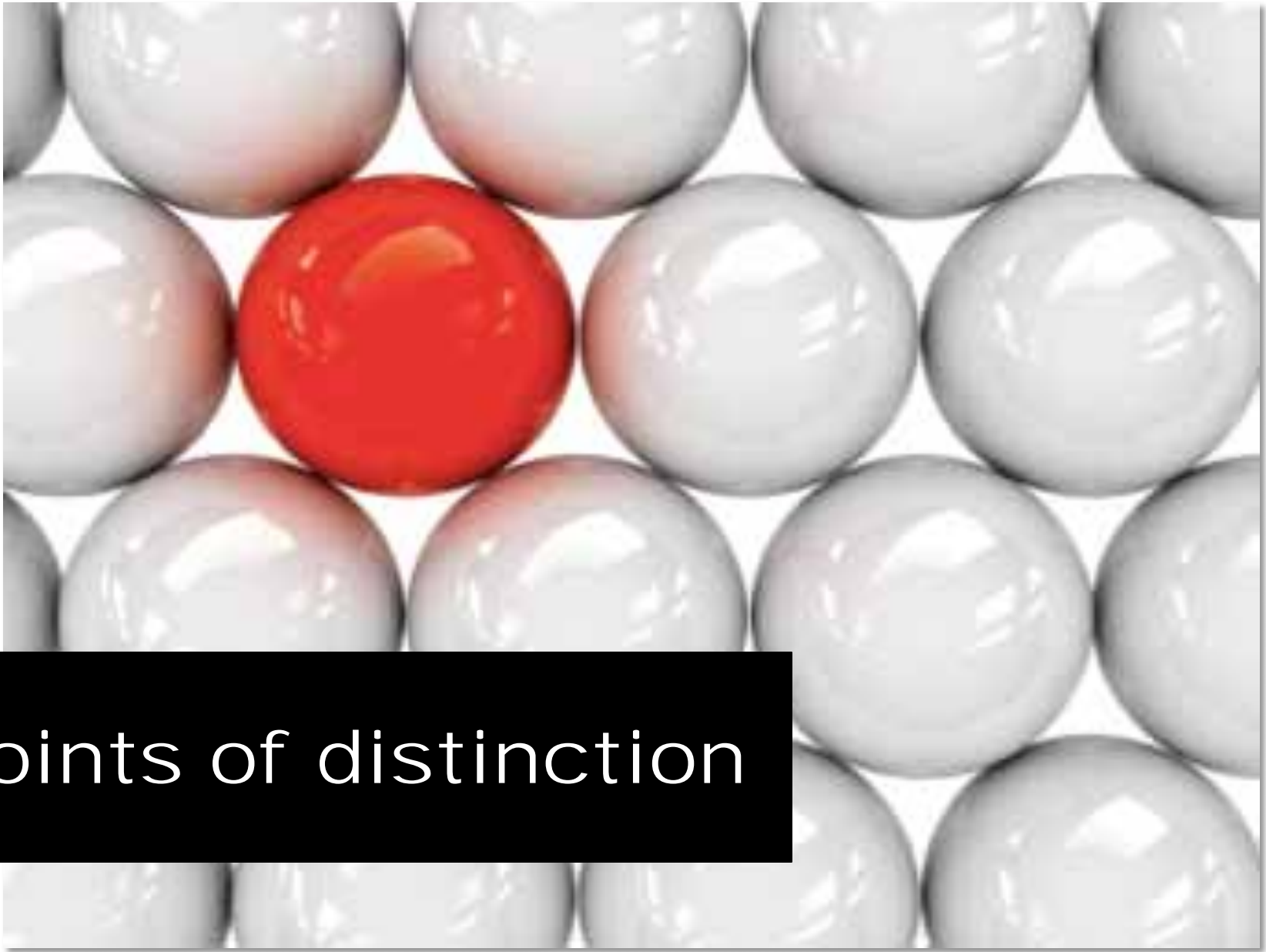
Personality

*What are the 4 most  
memorable  
adjectives that  
describe your  
brand?*

Promise, *emotional*



*What emotional  
benefits can your  
brand promise  
and deliver?*



Points of distinction

*What's unique  
about your brand?*



*What's your story?*

*How will you tell  
your brand story?*



96% of Impressions come from sight



75% of emotions derived from scent



*Are you leveraging all the senses?*



*What's the best media channel?*

# Important questions *to gauge your brand*

- How are you introduced?
- What shows up in online searches?
- Are these all elements aligned and do they reflect your desired brand?
  - Content
  - Imagery
  - Action



*No risk. No brand.*

Art and science  
*can be bought and learned*

**Fuel comes from within  
*the soul of entrepreneur***

- Confidence
- Focused flexibility
- Resiliency
- Confidence

# Connect with me

**Blogs: [Oddpodz.com](http://Oddpodz.com)**

 **@brandingdiva**

**You ™ ®**

**Websites:**

**[Brandingdiva.com](http://Brandingdiva.com)**

**[Braintattoo.com](http://Braintattoo.com)**



To compete  
*Must brand!*

To conquer  
*Must brand!*

A square canvas with a white background. The left and top portions are covered in a vibrant red paint. A paintbrush with a silver ferrule and a white handle is positioned at the bottom right, with its tip resting on the red paint. The brush has a small amount of red paint on its bristles. The overall scene suggests a creative or artistic process.

Now it's up  
to you!

**Brand on!**