



Polish Your Brand

Refresh Your Social Content

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Here are three exercises you can use to unveil your own personal brand.

Exercise #1: List out the last 5-10 brands, companies, corporations, organizations that you spent precious money with. This could be a clothing brand like Free People, a fitness brand like Lululemon, a grocery store like Whole Foods, etc.

Write them down here:

Now, next to each brand name, write down a 3 adjectives to describe them. For example if you picked Whole Foods- you might write down, "artisanal, luxurious, disruptive."

Look back through your list of brand adjectives and circle the three words that show up most frequently, or are similar types of words. These are characteristics that you identify with to the point that you're willing to spend money on them! The reason we buy certain brands is because we see something of ourselves in their mission statement, in what they stand for, and in the way that they show up to the world.

Exercise #2: Ask the most important people in your orbit that KNOW YOU THE BEST to share the top three adjectives they would use to describe you! This can be your partner, family, friends, kids, neighbors, co-workers, clients- whoever you feel really has a good grasp on the "real you." No coaching, leading or guiding here! Look for any words that come up repeatedly and write them down here:

Exercise #3: What I want you to do is look around your world. Look at where you spend your time, where you spend your energy, what you're doing, and see if you can identify a specific TANGIBLE OBJECT. This object could be something you love eating, drinking, wearing, doing, acquiring, admiring, etc.

Mine is that I love wearing sneakers onstage even if they don't go with my outfit or aren't appropriate for the dress code of the event. Those sneakers, for me, represent Cali cool lifestyle, being comfortable, stepping into confidence, being active, being a little disruptive, going against the grain a bit. For you, maybe it's art? Do you run on coffee? Do you love nature? Do you love champagne? Do you love travel? Do you love music, cooking, etc? Are you a die-hard tea drinker? More object ideas:

favorite animal?

favorite color?

favorite symbol?

Something you have on you at all times?

Beverage of choice (coffee, wine, etc)

Your happy place/vacay spot?

Make a list of potential objects here and then select the one that best anchors your personality:

Look at all of the above three answers and a picture of your brand will start to come together for you. How can you weave those words and that object into your logo, into your aesthetic, into your events or client gifts or captions or how you present your offering to the world? Is the way you are doing all of those things now lining up with those words and that brand object?

Add some brainstorm notes to how you might be able to better integrate your "brand" into your communication strategy!

Do you have a logo, website or email template that needs updating to reflect more of your brand?

Do you have a tagline in your email signature?

Do you have little branding (sticker, note card) you can put on product bags or samples?

Do you have any gifts like stickers, keychains, mugs, etc that you can give away to big customers?

Do you have a "signature post/story/live" that you share the same time every week around a branded concept?

Do you have a monthly/quarterly/annual event that is your signature?
Could you start one?

Credits:

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