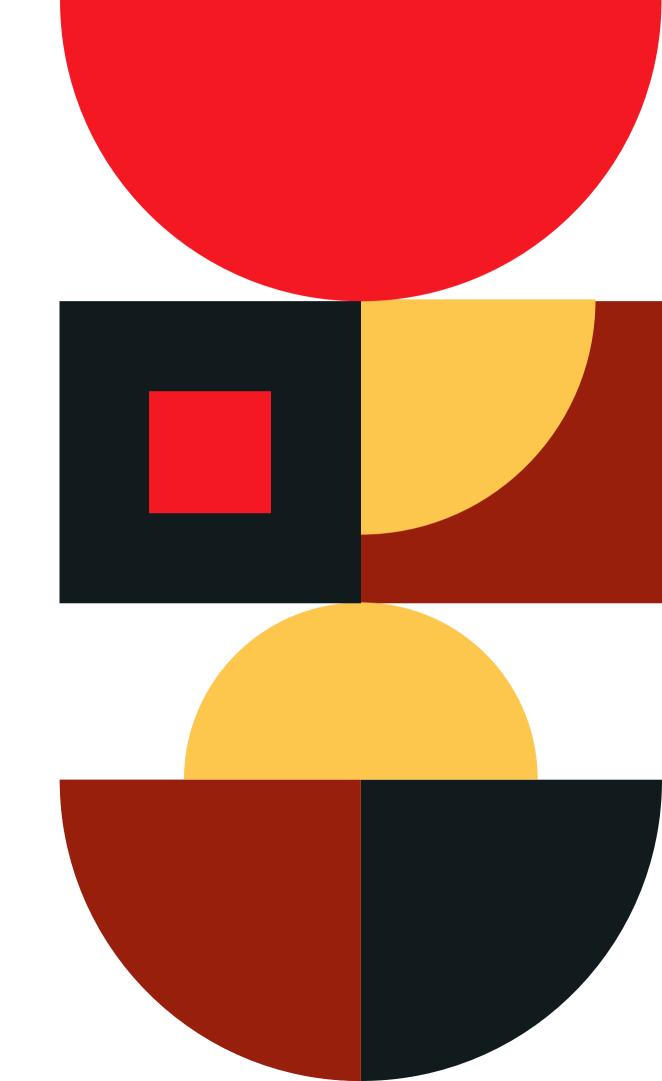


We would like to acknowledge the traditional custodians of this land and pay our respects to the elders, past, present and future for they hold the memories, traditions, culture and hope of Indigenous Australians

### **Acknowledgement to Country**



# OUR AIM

#### TO HELP YOU...

- 1. HUMANISE YOUR BRAND TO BUILD CONNECTIONS
- 2. IDENTIFY WAYS TO ELEVATE YOUR BRAND SO YOU CAN SELL YOUR PRODUCTS/SERVICES AT PREMIUM PRICES
- 3. OUTSMART AND OUTPACE YOUR COMPETITORS



THE FOCUS IS ON PEOPLE.

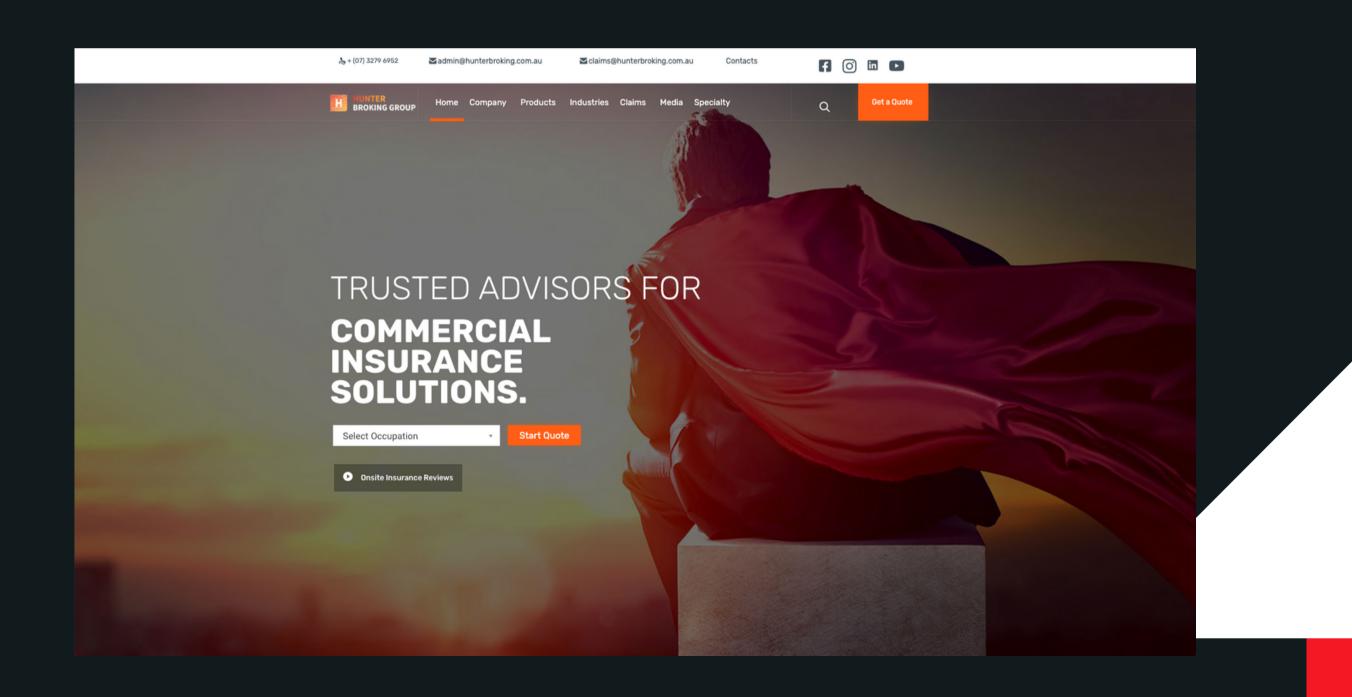
## What solution do you provide?

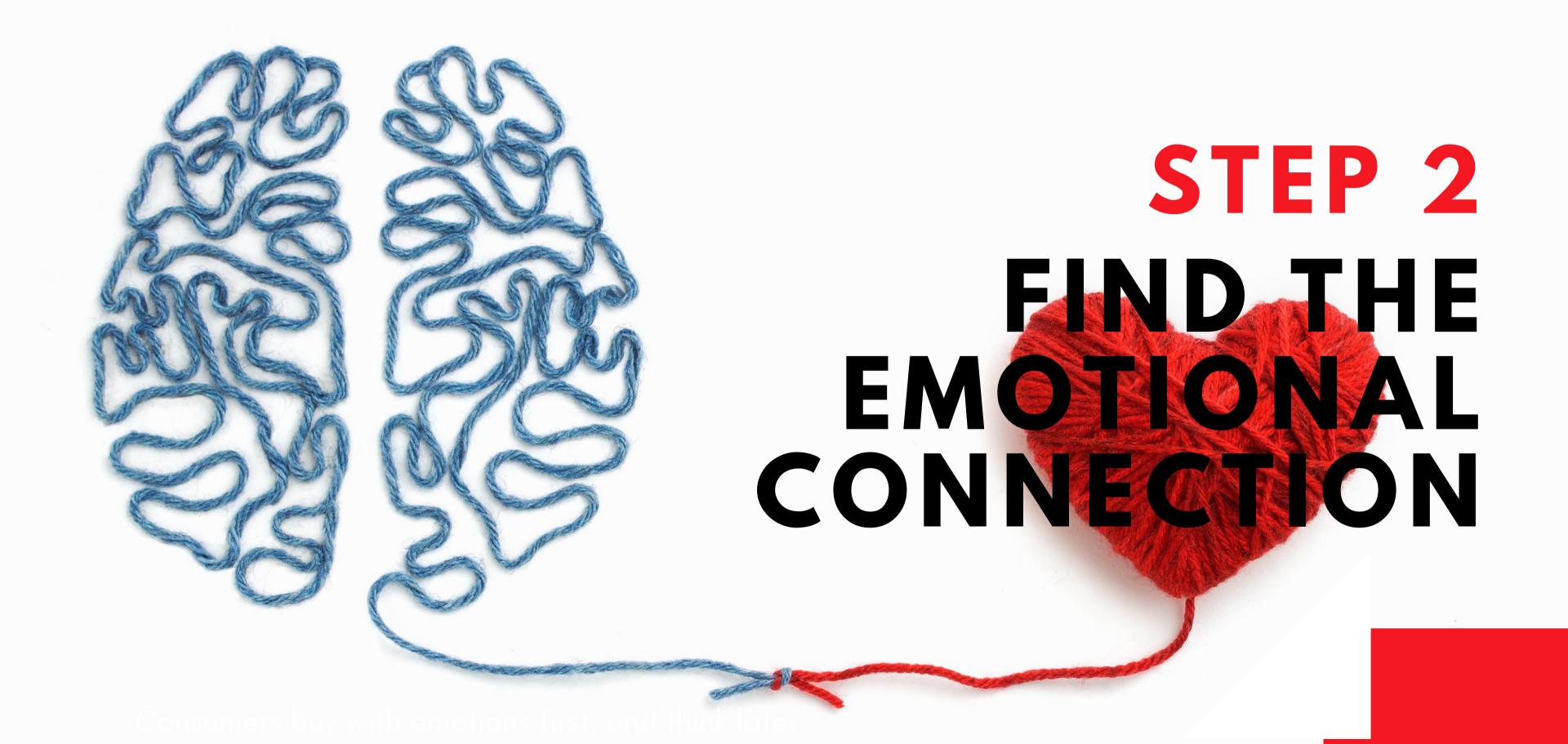
Why should I use you?





## PUT IT ABOVE THE FOLD





#### **PAIN POINTS**

What are the key emotional motivators for people to seek your services?

How do you want them to feel after using your service or product?

## PERSONAL IMPACT

PHASE 1
Client - Problem

PHASE 2

You - Solution

PHASE 3

Client Emotional Response PHASE 4

Personal Impact on their life

#### **EXAMPLE: SKINCARE CLINIC**

Phase 1 Phase 2 Phase 3 Phase 4

#### PROBLEM

- Client has acne scars
- Feels subconscious
   Therefore not confident
   in front of people

#### SOLUTION

- Laser Treatment
- Skin Rejuvenation

### EMOTIONAL RESULT

- Confidence
- Energised
- Higher Self Value



#### PERSONAL IMPACT = PROFESSIONAL OPPORTUNITIES

- Magazine Cover
- Overseas Travel
- More visual in her brand creating a personal connection with her community







# 1. CONTINUITY & CONSISTENCY

Consumers need to interact with your brand approx 8-15 times before they remember you.

# 1. CONTINUITY & CONSISTENCY

Consistency is crucial at ALL TOUCH POINTS.



#### **TOUCH POINTS**

#### **ONLINE**

Website
Social Media Platforms
Email Marketing
Advertising Banners/Ads
Email Signatures
Video

#### **OFFLINE**

Brochures
Expo banners
Signs
Stationery
Promotional

#### **IN PERSON**

Uniforms
Sales Consultants
Language/tone of voice
Message
Sales

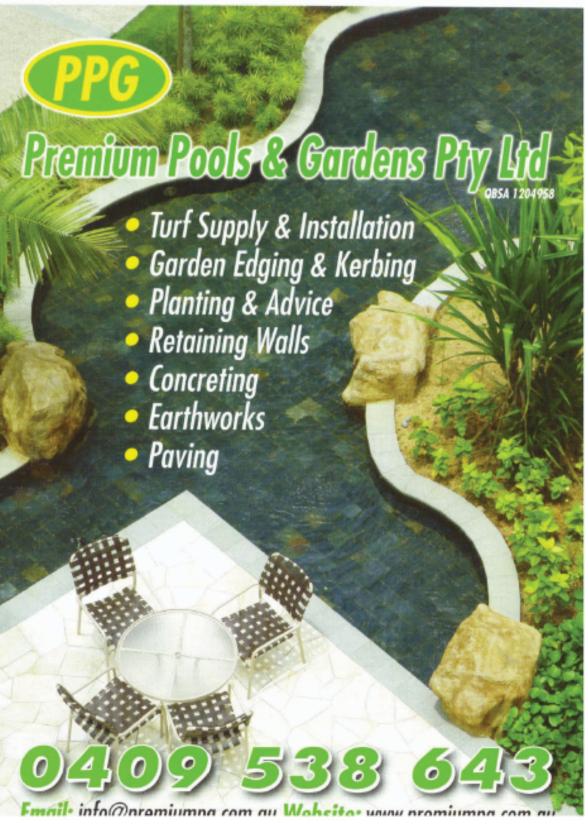
## 2. CONGRUENCY

Do the images, colours, fonts, tone of voice you use represent and engage the desired emotional response?

#### **BRAND EXAMPLE - CONFUSION**



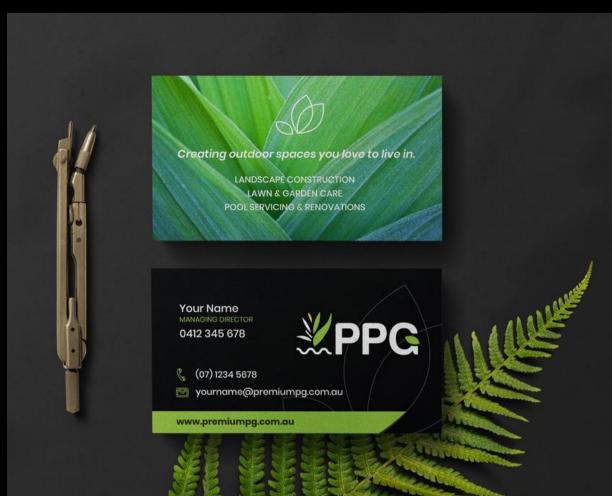




#### **BRAND - COHESIVE**













# STEP 4 LET'S GET PERSONAL

THE TURNING POINT IN REDEFINING YOUR BRAND - RECONNECT WITH YOUR WHY?

WHY DID YOU
START YOUR
BUSINESS?

WHAT QUALIFIES
YOU AS AN
EXPERT?

WHAT ARE
YOUR CORE
VALUES?

WHERE ARE DO YOU WANT TO TAKE IT?

# WHATIS YOUR BHAG?

# STEP 5 ESTABLISHING A GAME PLAN

HOW DO YOU WANT TO BE PERCEIVED AND RECEIVED IN THE MARKET PLACE?

# Who do you want to be known as?

How do you NOT want to be perceived?



If I Googled you in 1 year, or even 5 years time, what would you like it to say?

### 1. Define your objectives.

# 2. Strategise how to achieve those objectives.

3. Develop a language that speaks to your market.

# BRAND IDENTIFICATION

Brand Identity is a visual referent to your Brand

For an existing customer, it will be a reminder of their last experience with you.

# BRAND IDENTITY DEVELOPMENT

Creating an identity is much easier now that you have built a strong foundation for your brand.

# COLOUR SCHEMES TYPOGRAPHY GRAPHIC PATTERNS IMAGE STYLE LOGO

Remember to consider what it will look like at every touch point?

#### **ONLINE**

Website
Social Media Platforms
Email Marketing
Advertising Banners/Ads
Email Signatures
Video

#### **OFFLINE**

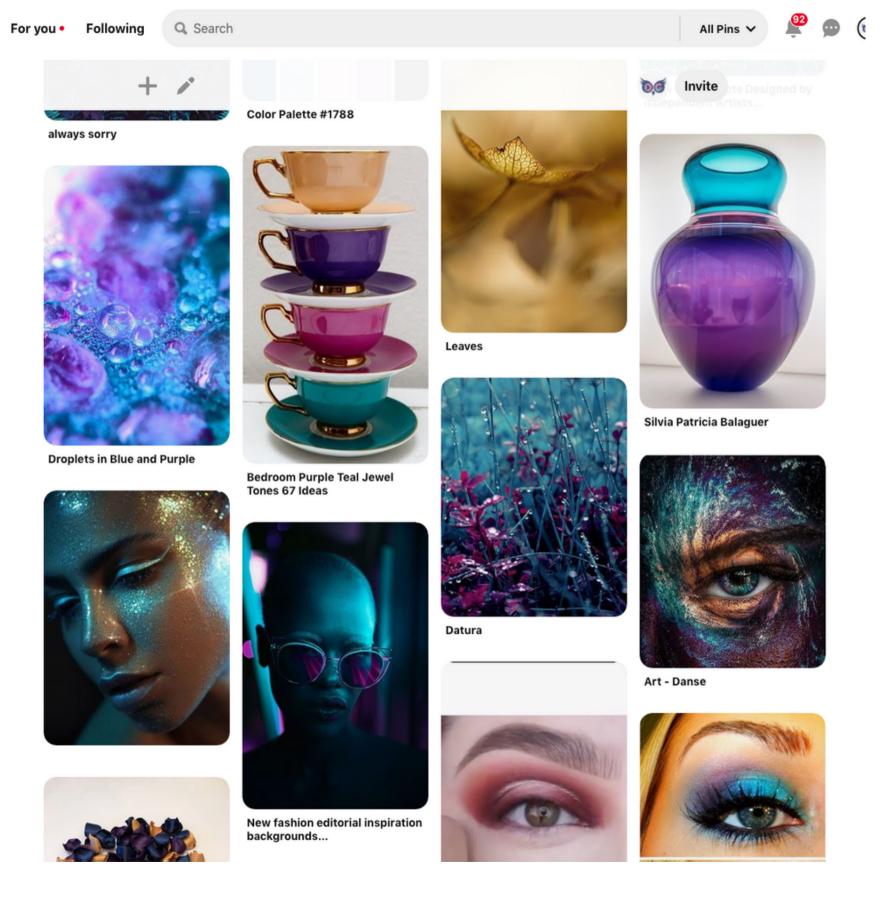
Brochures
Expo banners
Signs
Stationery
Promotional
Embroidery

#### **IN PERSON**

Uniforms
Sales Consultants
Language/tone of voice
Message
Sales

### PINTEREST ALBUM

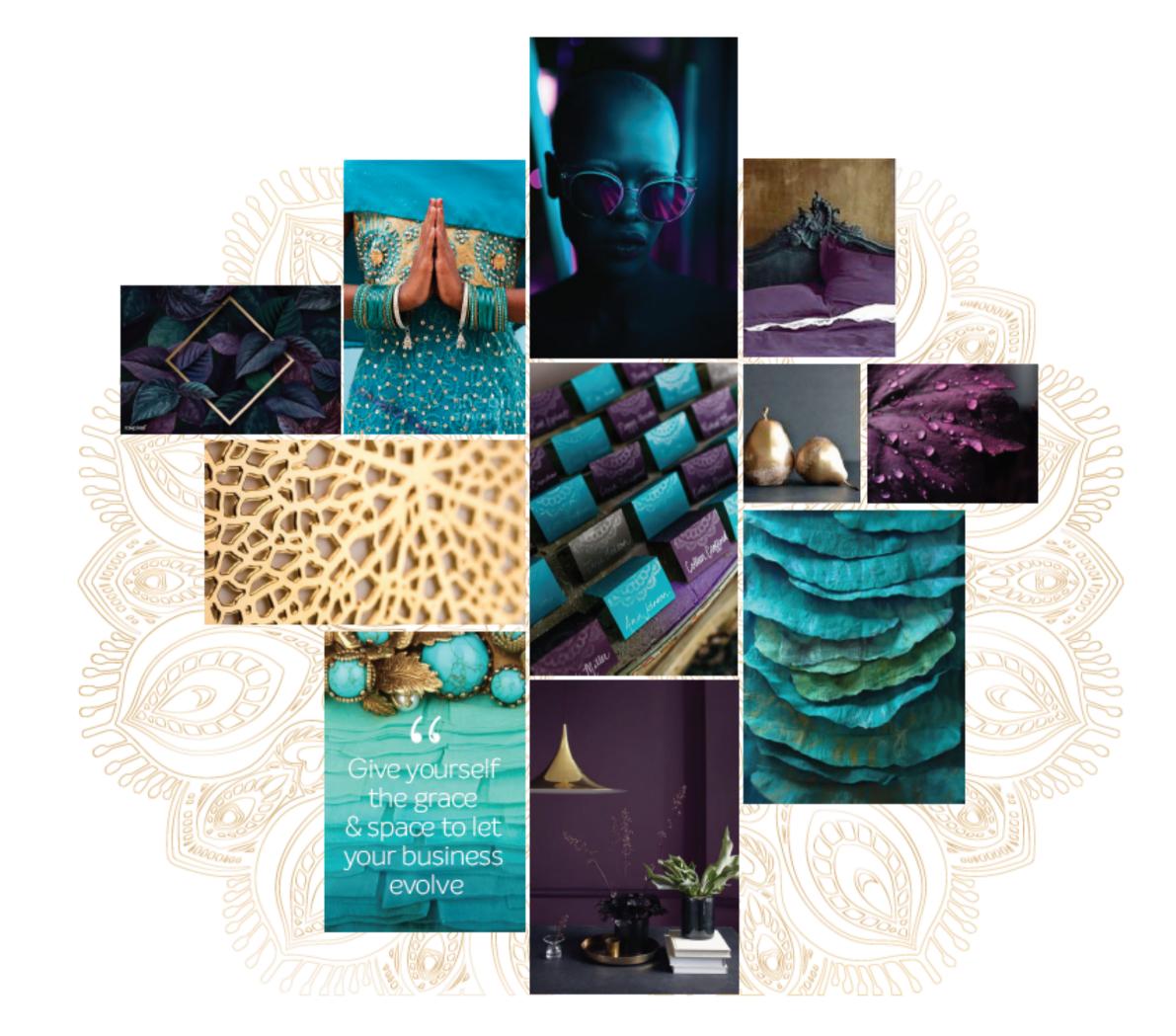
Pinterest is where you give your designer a sneak peak into your head. You pin all your personal likes; destinations, colours, styles, other logos, art, cats, quotes.. etc. As well as what you think your business style might reflects.



#### **ENGAGE DESIGNER**

### MOODBOARD

COLOUR SCHEMES
TYPOGRAPHY
PATTERNS
IMAGE STYLE



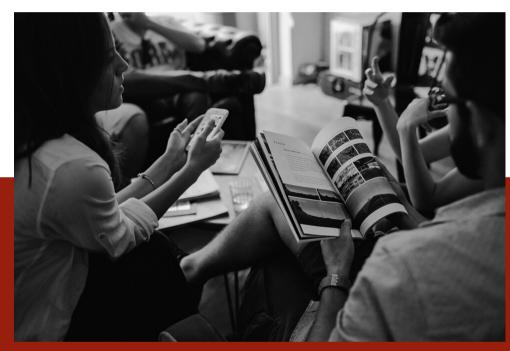
#### **THEN BUILD**

## LOGO



# Your Next Steps...







**REVIEW** 

**PLAN** 

**IMPLEMENTATION** 

