

THE **POWER** OF **BRANDING** **CHEAT SHEET**



Cheat Sheet

Your Branding Cheat Sheet

If you've read the full book, then no doubt you're excited to start creating your own brand. A strong brand can be an incredibly powerful tool for promoting your business and helping it to grow but it's something a lot of businesses are missing.

Now you know the gist, it's time to get to work executing a plan. Keep this cheat sheet by your side as you do to make sure you stay on course and have easy access to all the resources and tips you need to succeed.

Glossary of Terms

Brand – Your brand is your company's 'identity'. This incorporates everything that will make your business unique and that will provide a cohesive service and experience for your customers.

Logo – This is the image that you will use almost like a 'calling card'. It will incorporate your company name in most cases and should evoke your mission statement.

Mission Statement – This is a few sentences that will express what your company aims to achieve and how you aim to achieve it. This isn't what your company does but *why* and *how* it does it.

Trademark – A trademark is a type of intellectual property protection that will ensure no one else can use your company name or your logo. You always need to ensure that your name isn't already trademarked and it's worth applying for a trademark for your company.

Steps

Follow these steps to create and promote your brand:

- Choose a mission statement
- Come up with a name
 - Check it isn't already trademarked
 - Think about SEO
 - Look to see if the domain name is free
- Create a logo
 - Make sure it is versatile
- Build a website and use the logo to inspire the design
 - You might even want to create your own 'design language'
- Create any additional materials you might need
 - Mascot (not always suitable)
 - Jingle

- Video opener
- Cover image
- Background image
- Consider making multiple different brands for your products
- Find ways to fulfil your mission statement and win your audience's trust
- Build brand awareness and a following through
 - A blog
 - Social media
- Use reputation management to keep your brand healthy
 - If you experience bad press, consider a rebrand

Useful Tools and Resources

Here are some useful tools and resources that can help you to save time and create a better brand...

http://www.missionstatements.com/fortune_500_mission_statements.html - This is a list of Fortune 500 company mission statements. A great place to get inspiration to help steer the course of your own business.

<https://weekdone.com/resources/objectives-key-results> - Struggling to come up with an idea for your mission statement? Using OKR can help you to visualize your goals and the bigger picture, so use Weekdone to go through the process.

http://www.missionstatements.com/fortune_500_mission_statements.html - A similar resource that compiles a lot of great logos and looks at what makes them work so well.

<http://www.businessnamegenerator.com/> - This is a business name generator that lets you enter some words and then see a range of different combinations and synonyms.

<http://namethingy.com/> - This is another name generator. This time it is called 'NameThingy.com' which generates random names and then lets you check to see if the domain name is available.

<https://adwords.google.co.uk/KeywordPlanner> - Google's keyword planner is very useful for looking at popular keywords. This can be useful for planning SEO and thinking how this might impact on your choice of business name for example.

www.fontsquirrel.com – Font Squirrel is a great place to find fonts, many of which are free to use without a license.

Great sites where you can outsource design and other tasks include: Fiverr (www.fiverr.com), UpWork (www.upwork.com), Elance (www.elance.com) or a forum like Warrior Forum (www.warriorforum.com).

www.99Designs.com – 99Designs is a ‘crowdsourcing’ site that lets you get designs for logos, websites and more. You invite people to come up with ideas and then only pay for the very best one.

<http://www.adobe.com/uk/products/illustrator.html> - Adobe Illustrator is the tool most people will use in order to create logos as vector files. This is a professional grade piece of software but is expensive and has a steep learning curve. Which is why the next option is so popular...

<http://brandrr.io/partners/> - Brandr is a tool that lets you generate a professional looking logo in minutes. You can then edit the logo as you see fit before downloading it.

www.pinterest.com – For creating MoodBoards and spitballing ideas there are few sites that can rival the power of Pinterest.

<https://business.linkedin.com/marketing-solutions/company-pages/showcase-pages> - LinkedIn has a great Company Page option for adding your business. What’s even better is that you can create separate showcase pages to promote each of your smaller brands.

www.spreadshirt.com – Once you have your logo, you can use Spreadshirt to print some out onto tshirts – branded corporate gifts benefit everyone!

<http://www.uspto.gov/trademark> - The US Patent and Trademark Office, this is where you need to check to ensure that your company name isn’t already taken. It’s also where you will go when you want to trademark your own.

Some Mission Statements

Let’s end with some inspiring mission statements that will help you to keep the bigger picture in mind:

Coca Cola:

Our mission is: To refresh the world in mind, body and spirit. To inspire moments of optimism and happiness through our brands and actions.

Starbucks:

To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.

Amazon:

It's our goal to be Earth's most customer-centric company, where customers can find and discover anything online.

Google:

Google's mission is to organise the world's information and make it universally accessible and useful.

Facebook:

Facebook's mission is to give people the power to share and make the world more open and connected.

Microsoft:

To enable people and businesses throughout the world to realize their full potential.

So now you have all the tools, the inspiration and the steps you need. All that's left is to execute your plan and to start building your brand. The first question is: what do you want to achieve and how will your company help you do it?