

Brand You

Attract & Engage with Your Vision

BKC Excerpt

Contact BKC for more

BARBARA KAY COACHING



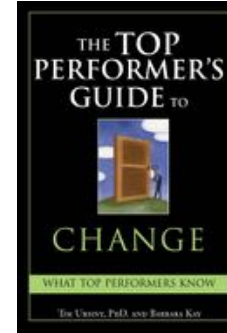
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Barbara Kay Coaching

Productivity
Teams
Clients
Change
Leadership



Professionally trained in Clinical Psychology and Coaching, publications include journal articles and two books:

The Top Performer's Guide to Change

The \$14 Trillion Woman: Your Essential Guide to Engaging the Female Client.

Barbara works with:

professionals/teams
financial-services organizations
industry partners

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Agenda

1. What is a Brand?
2. Why Do I Care?
3. Powerful Results
4. MORE Reasons to Brand
5. Maximize Your Brand



What is a Brand?

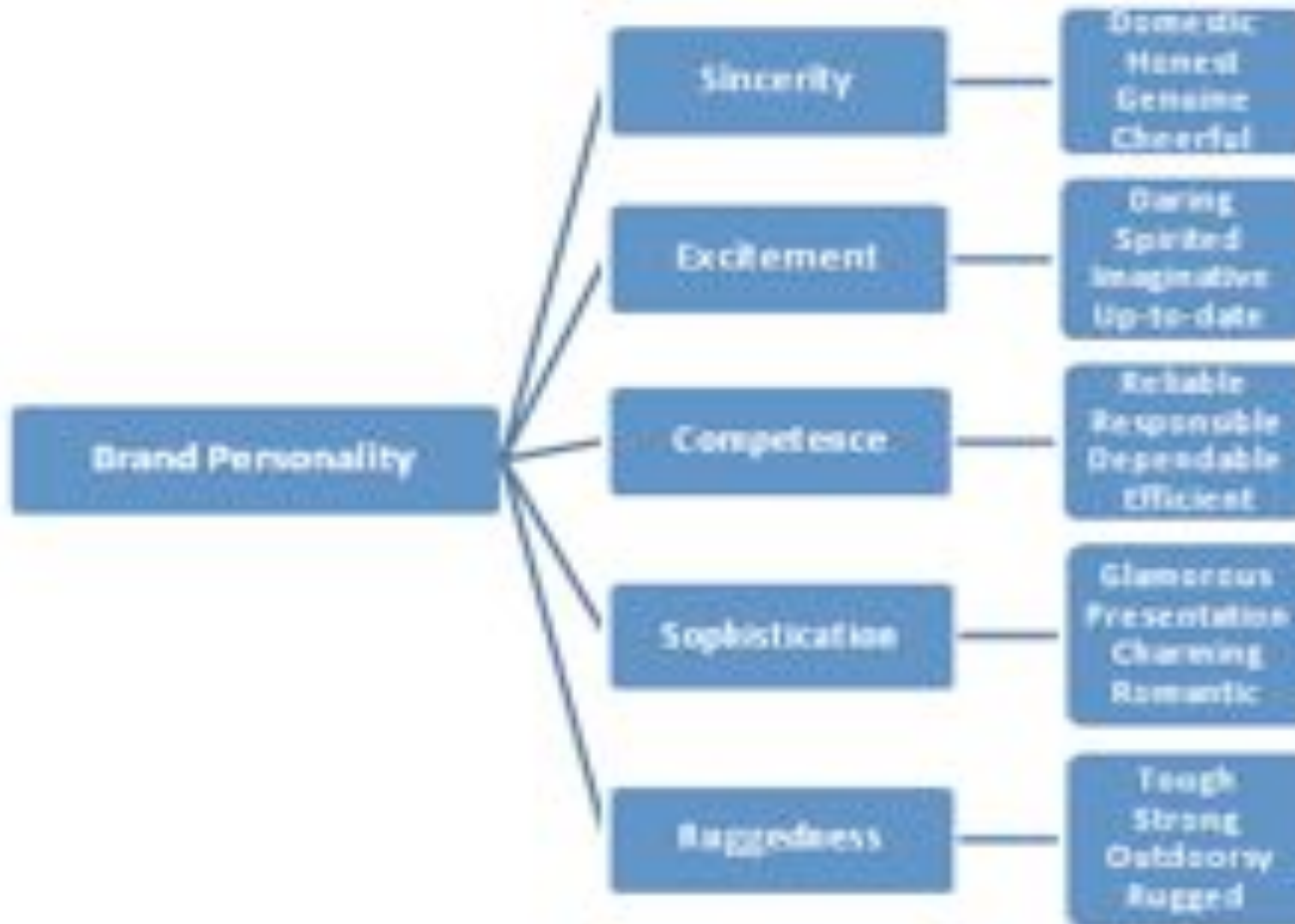
Brand includes:

1. Brand Personality = What clients think & experience
2. Brand Promise = What we promise to deliver
3. Brand Position = How we differentiate

“Your brand defines your identity for yourself and for the outside world. It links your public image to your culture, services & products, and position in the marketplace”

Bob Blouin, Branding Expert - Qualia Brand Consulting

What is a Brand Personality?



Dimensions of Brand Personality of Aaker (1987)

Why do I Care?

Coke: seltzer water with flavored sugar

Cost of 8 oz. of seltzer water: 12 cents



Coke's brand valuation = \$120 Billion

(w/out brand value = \$60 Billion)

Why do I Care?



If Coca-Cola's assets were destroyed overnight, whoever owned the Coca-Cola name could walk into a bank the next morning and get a loan to rebuild everything."

*Carlton Curtis,
VP Corporate Communications, Coca-Cola*

Why Do I Care?



3 Powerful Results



External Result:

Create a **Significant & Differentiated** identity

That **Attracts & Retains** loyal customers



3 Powerful Results



Internal Result:

Focus Words & Deeds on what's Most Important to Clients

McDonald's still #1 despite:

- Lower customer satisfaction
- Worse food

Why?

3 Powerful Results

Financial Result:

Brand Valuation = \$\$ value gained



#1 Brand

\$124 Billion

(Ad spending: meager \$1.1 million)

MORE Reasons to Brand

Branding is **NOT** Advertising



\$1.7 Billion spent in Advertising

#2 Top Advertising Spender

Brand ranked “2nd worst”

Guess who is ranked THE worst?

MORE Reasons to Brand

Your Brand Drives Business Strategy:

1. What you Do
2. Who you Serve
3. How you Differ
4. Values you Deliver



MORE Reasons to Brand

You Already Have One:

Clients & Prospects:

- ✓ Have a definition
- ✓ Came because
- ✓ Like & refer

Your Vision as Your Brand:

- ✓ What makes
- ✓ Delivers
- ✓ Gives you

Maximize Your Brand



Ask Clients what they say
about you

Maximize Your Brand: 4 Steps

1. Wrap your purpose into your Brand to **give**
2. Use what clients say is most important to **focus**
3. Use what clients say is most important to **deliver**
4. Use what clients say is most important to **reinforce**



Why?



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3 Powerful Results

- ✓ External Result: Create a **Significant & Differentiated** identity that **Attracts & Retains** loyal customers
- ✓ Internal Result: **Focus Words & Deeds** on what's **Most Important to Clients**
- ✓ Financial Result: *Brand Valuation* = **\$\$ value gained**

Bonus:

5 Biggest Blunders on LinkedIn

1. Bad Publicity
2. Inviting Cyber-spies
3. Being an Ad Platform
4. Missing Important People
5. Unprofessional Image



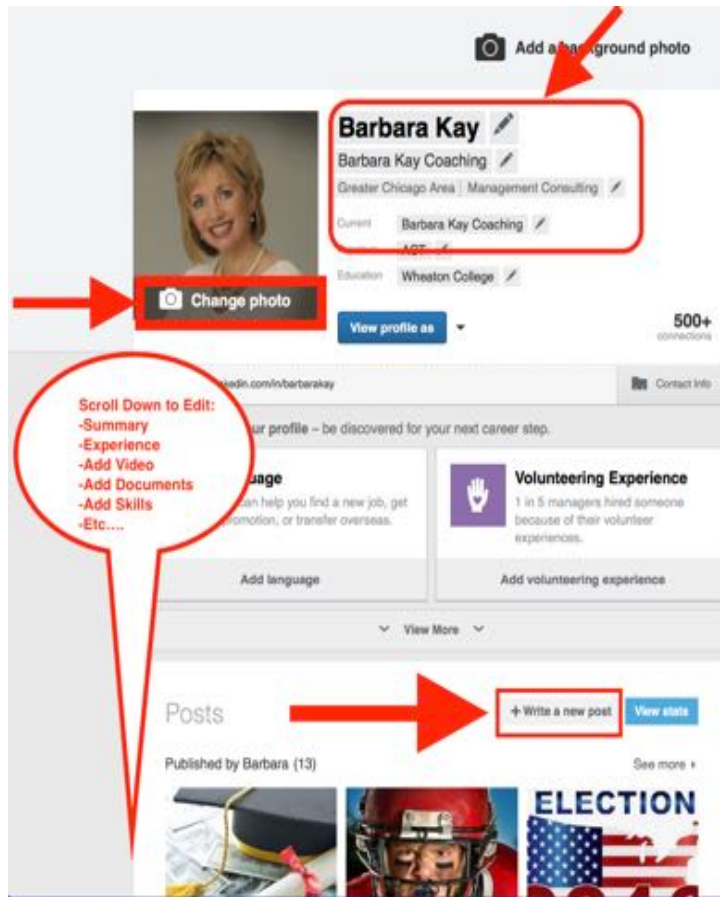
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Bonus: 5 EASY Fixes



1. Protect What You Broadcast
2. Protect Your Data
3. Protect from Advertisers
4. Get Important Messages
5. Look Great!!



Contact Me

I will email you

- ✓ 5 Biggest Blunders on LinkedIn & EASY Fixes

Give me a call – we'll chat about

- ✓ Your Brand (and more)

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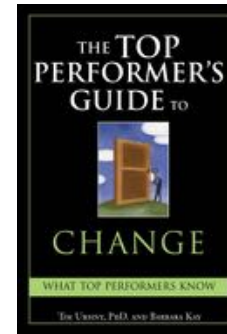
“ The ability to simplify means to eliminate the unnecessary so that the necessary may speak. ”

Hans Hofmann



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