

Brand You

Attract & Engage with Your Vision

(2017)

BARBARA KAY COACHING



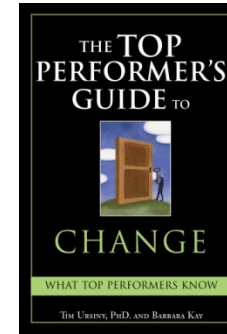
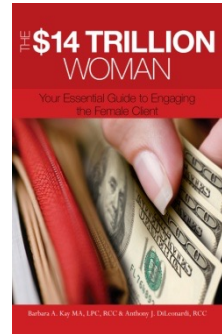
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Barbara Kay Coaching

Productivity
Teams
Clients
Change
Leadership



professionals/teams
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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?

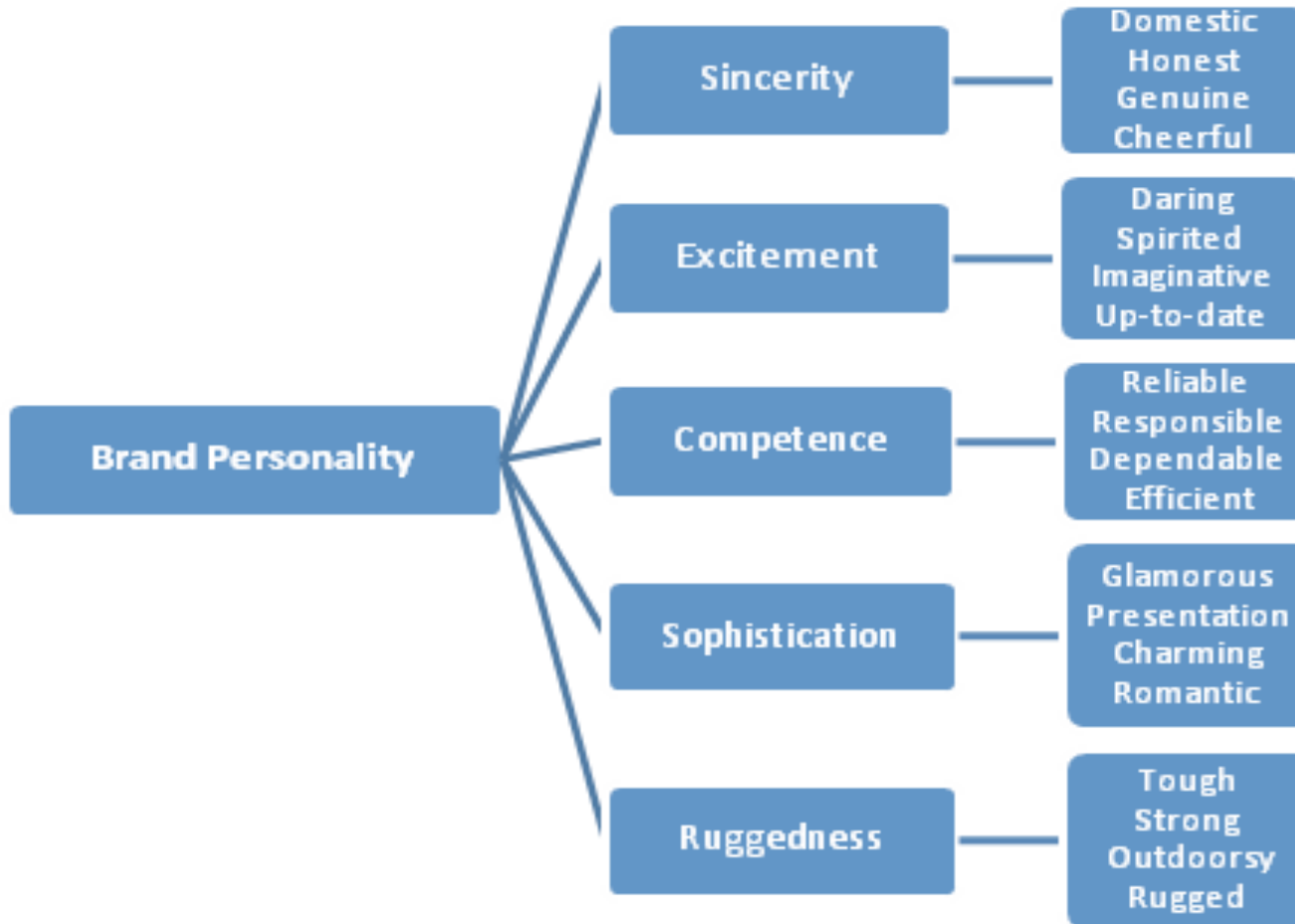
Brand includes:

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 (1997)

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**

The Power of a Brand

What is Coke:

Seltzer water with flavored sugar

Cost of 8 oz. of seltzer water: 12 cents

Coke's brand valuation = \$120 Billion (2017)

Powerful Results

McDonald's #1

Despite:

- Lower customer satisfaction
- Worse food

MORE Reasons to Brand

Branding is **NOT** Advertising

Comcast

\$1.7 Billion spent in Advertising

#2 Top Advertising Spender

Brand ranked “2nd 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**_____

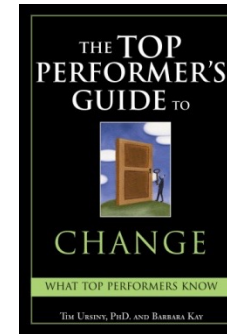
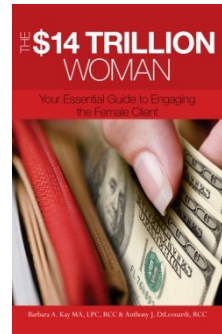


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Professionally trained in Clinical Psychology and Coaching, publications include journal articles and two books:

The Top Performer's Guide to Change

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

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Sources:

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