

9 branding lessons

1. TAKE TIME TO GET TO *know yourself*

Ask yourself: as a brand, who am I? What am I all about? What is my purpose? What do I want to be known for?

2. PRACTICE *congruent* CHARACTER

Do all your communications materials align with who you say you are and what you want people to remember you for?

3. *you can't please* ALL THE PEOPLE ALL THE TIME

In attempting to serve everybody we end up not properly serving *anybody*. We need focus, faith and confidence.

4. YOU ACTUALLY HAVE *no enemies*

When we are true to ourselves, we realise that nobody can imitate us. Nobody can do what we do, the way that we do it.

5. SURROUND YOURSELF WITH *like-minded people*

Reach out to and engage with like-minded individuals and brands that you like, including those you look up to.

6. IT TAKES *a village*

Your brand is a kit of tools, designed to work together to create your brand story. Don't expect one thing to be your everything.

7. EMBRACE *storytelling*

When creating content, imagine you've gotten to know your ideal client very well and you're having a friendly, informal chat.

8. WHEN IN DOUBT *be yourself*

If a particular branding or communications task is proving to be very difficult, it's probably because you're not being yourself.

9. LEARN WHEN TO *say goodbye*

You are dynamic and so is your brand. Don't be afraid to evolve. Make some time, regularly, to review your brand.

READ THE FULL LESSONS

And find out more about
the Soulful Branding
Challenge on
bit.ly/9brandinglessons

