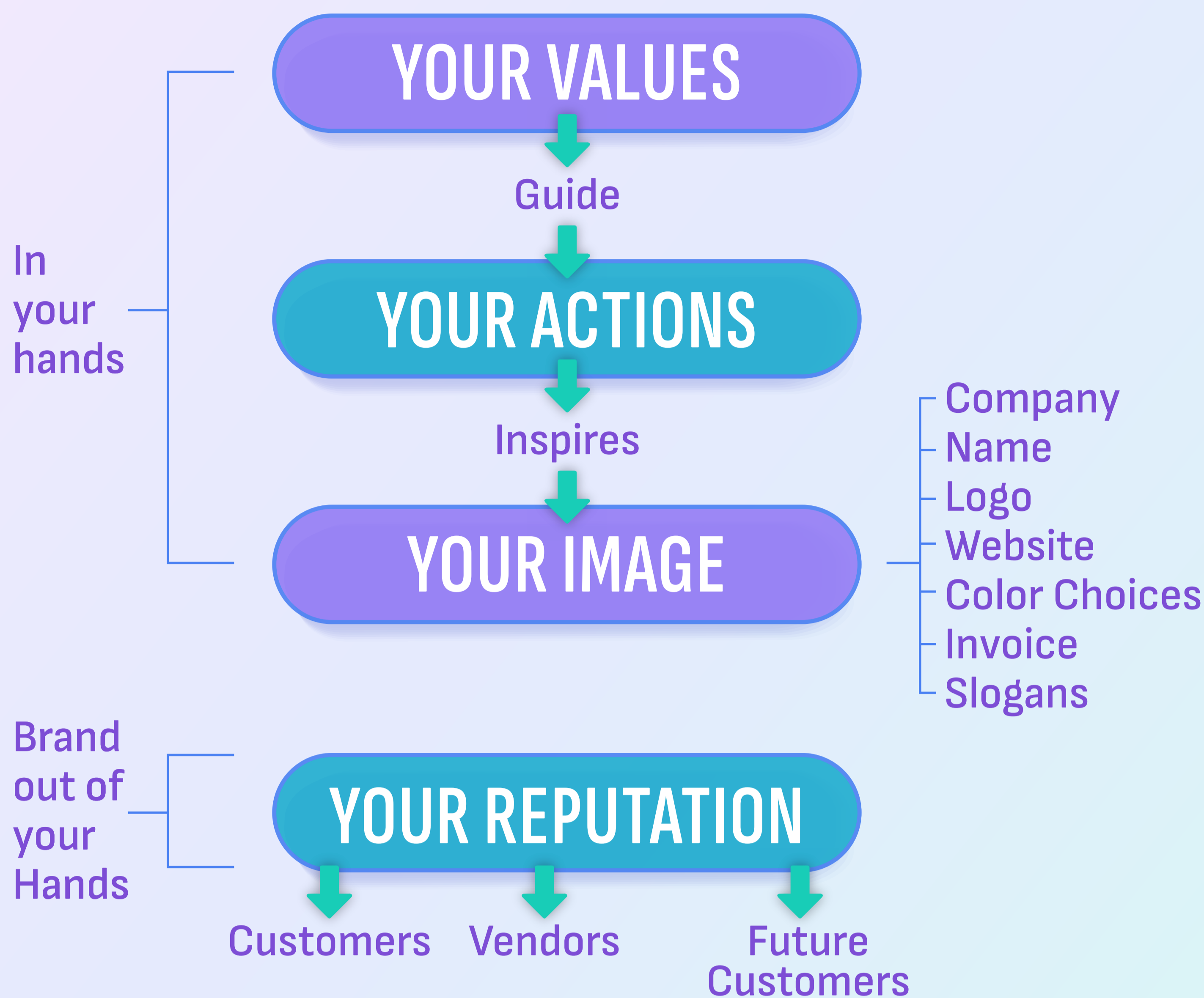


BUILDING YOUR BRAND: A 10 Minute Guide for Small Business Owners

Building a great brand begins with knowing and communicating your own core values as a business owner.

Your Brand is Made of:



You can see from the diagram – your core values ultimately determine your company's reputation.

Now, try this 10 minute jumpstart for identifying your core values, speaking them in your own words and then communicating them clearly to yourself, your employees and your customers.

Core Values Brainstorm

- ✓ Read through the list of Core value questions Below... Pay attention to what you're "drawn to"
- ✓ Use the core value that stands out to you
- ✓ Spend 10 minutes thinking about, talking about or writing about your answers to each question under your core value

◆ GOOD SERVICE

- As a business owner, where did you learn about good service?
- Whose service quality inspires you?
- How can you tell if your service is bad or not?
- What does "good service" mean to you?

◆ QUALITY

- What product or service means "quality" to you?
- How do you tell that the quality exists?
- For your business, what does quality mean, and how can your customers tell that it's there?

◆ INTEGRITY

- What business or organization has true integrity?
- How do you know? How can you tell?
- How would you run your business if you lacked integrity?
- How does your integrity guide you in your business?

◆ CUSTOMER CENTRIC

- When have you felt like a business really placed you, as a customer, at the center of their efforts?
- How did it feel to you?
- How could you tell that this was happening – that they were really trying?
- How can your customers tell that you put their experience at the center of your business?

◆ ALWAYS DO THE RIGHT THING

- When has a company "done the right thing" for you, even though it cost them money or time?
- Why did they do the right thing? Did you catch them, or did they bring it to your attention?
- Either way, how did it feel to you?
- How do you make sure that your company always does the right thing for your customers?



Clarifying Questions:

Take your branding brainstorm notes and answer these final questions:

- 1) How do you want your actions to make your customers FEEL about you?
- 2) What do you want your actions to make your customers SAY about you?
- 3) What images, looks, colors, style, fonts etc help to communicate these feelings, or encourage these sayings?