

A close-up photograph of a hand placing a wooden block on top of a stack of other wooden blocks. The blocks are light brown with a visible wood grain. The hand is positioned at the top left, with fingers holding the block. The stack of blocks is in the foreground, and the background is a plain, light-colored surface.

# BRAND BUILDER BLUEPRINT

**8 POWERFUL Secrets To Instantly Improve Your  
BRAND**

**And MAKE MORE MOENY**

Erica Strong

## Brand Builder Blueprint

8 Secrets to Instantly Improve your Brand to Make More Money with less Effort

People are scrolling past your message, not retweeting it, and not clicking on it. You want to build a brand that stands out among the noise, but you just can not figure out how to get noticed, trusted and supported.

Use These Brand Building tips to instantly see a response from your target audience....BUT WAIT!!!! Do you know who your Target Audience is???

### **Brand Builder Tip 1: Create Strong a personal brand Story**

Let's Start by answering these questions first. A strong brand must start with a strong story. A story that is relatable and authentic.

What is your story?

What are you passionate about?

Is there an experience you are trying to get across?

What do you want to be known for?

How can you represent yourself in the best possible light?

Why are you doing this?

Your Brand story is what connects you to your niche audience. You will discover that there is a tribe for every brand that speaks their language, entertains them or solves their problem.

A great story succeeds in gaining the attention of your market when it is consistent and authentic, makes a promise and can be trusted.

**Brand Builder Tip 2: Narrow down who your core market is.** Most people are afraid of this most important tip. They fear by niching down to a smaller market they will lose other potential customers. This is not true.

When you get hyper-specific in who your target is, you take the guesswork out of who you are talking to. When you create your marketing message you stop shooting in the dark and speak directly to the audience that wants to hear what you have to say. You connect instantly with their worldview and in that space is where they will spend their money with you over and over. The biggest gift from this is they will become your personal brand whisperers.

You must be sure that your customers know who you are and what you have to offer them. This can only be done when there is an authentic connection.

Once you have created your story, and have identified what market you would speak to with the most authenticity, now it's time to research where they hang out, what they read, what they watch and this is where the target marketing starts.

**Brand Builder Tip 3: Research your Market**

Where do they hang out?

What is their biggest irritation ?

What problem are you solving for them?

Use social sites, type your offering or a keyword in the search, ex.( How do I brand my business) You will find a lot of conversation around their frustrations. Take notes!!! Their very words are key terms that you will use in your messaging to gain their trust and respect. You want your customers to say, "This brand gets me, they know exactly what I need." This is how the "brand whisperers" are created.

You yourself have been a Brand whisperer, think of a product or service that you have tried and loved. It answered a need in some area in your life and you just had to share it with your friends and family. That brand was successful in conveying its story enough to make it believable and repeatable (beyond a catchy slogan or logo) to make you market for them for FREE!!!

## **Brand Builder Tip 4: Create a Liquid Experience**

Make it easy for people to understand. Design for longevity. It is really easy to get caught up in a pretty trendy logo and fancy name, but ask yourself; "Will this be easy to remember ?" "How will this logo and brand color scheme look in 10 years?" "Can my brand name be found easily with little error of misspelling in google search?"

You want to build cohesive branding strategies for peak experience. Consider your customer's experience through the full journey of your brand, from its first impression, during the nurturing and courting process all the way to the ringing of your cash register , cash app notification or email notification of a new sale.

If the experience is easy and enjoyable they will be back and they will be sending their tribe to your BRAND.

### **Brand Builder Tip 5: Use the R.O.I Principle**

Do a brand audit to make sure that your brand, your story and your marketing message is Relevant, Original, and Impactful.

To make a desirable impression your brand strategy and brand development must meet this standard.

Is It Relevant, can your customer find value in it? Is it original, now originality doesn't have to be a never seen before product or service, but it does have to be a never experienced before product or service. And lastly, what kind of impact does it offer? Can it wow your audience, does it motivate them to want more, what can they walk away with?

This creates Branding that sells!!!

### **Brand Builder Tip 6: Define Features & Benefits**

Remember that the features are what the product or service does, how it functions and the benefits are why people buy.

You may be tempted to list all of the features in your marketing, ex. (This product has x ingredient, y ingredient, and z ingredient. It lathers well and cleans great.) Those are the features. The benefits is that you will have bouncy, voluminous hair that shines when you move it and increase hair growth that everyone will notice and compliment. Now THAT'S A BENEFIT!!

People buy from the core of their emotions and when you touch that spot the sale is yours. When you bought your last new car, yes, you cared about the payments, yes you wanted it to have a safe and fast engine and you even wanted power amenities, but you bought the car when you saw yourself in it and imagined what everyone would say about you, or think about you and your status when they saw you driving it.

And this my friend is why people buy!!!

### **Brand Builder Tip 7: Correct and Adjust your Belief**

All of the technical tips and training are certainly beneficial, however a great strategy is just a part of your success. I know this is an unexpected subject in a business conversation, it is however the power beneath the core of everything that you do.

Analyze what you believe. It is what you believe that will keep showing up in your life.

Here is a very powerful exercise;

Write down every category that you can think of that affects your business and life, then with all honesty (no one has to see this but you) write down what you believe about it.

Example categories: Money, your success, relationships, children, finances, customers, your business, etc. you get the point. Now beside each thing truly get honest and authentic with yourself even if it is not the prettiest belief.

This is where you will identify what you really believe at your core and then do the work either to improve it or strengthen it.

### **Brand Builder Tip 8: DO THE WORK**

After creating this very transparent list, it is time to do the work to create the life and business that you desire.

When we take full responsibility for everything that shows up in our lives, it brings with it a sense of empowerment knowing that you have the power to correct, change and experience a life you only thought you could dream of.

It is time for you to actually live the life you have been imagining.

Imagination plays a big part in the scheme of things. When you can see it and feel it as if it is truly happening... Guess What??? IT WILL HAPPEN!!!!

1. **Create a morning routine** that will get you balanced and energized for your day. You may enjoy a 15-30 min guided meditation to listen to before you get out of bed. You may enjoy listening to motivational videos while you are working out. Anything that you can use to shift your mind into a space of “ability”. You are able to do anything that you focus on and believe in.
2. **Create a plan for the day.** Do not let the day arrive without a plan for it. When you make realistic plans for each day, this gives you a guide that will keep you from distractions that will derail or prolong your goals. There is a saying that goes; **“When a man lacks discipline, he distracts himself with pleasure.”** When we do not have a definite chief aim for the day, for our business and for our lives, we can be easily distracted by pleasure and delay our progress.
3. **Do a periodic mental check** throughout the day, make sure that the old defeating thought pattern is not creeping back in. The way to identify it is to check how you are feeling. If you feel overwhelmed, what are you believing? If you feel anxious, what are you believing? And here is a tricky one, if you find yourself procrastinating, what are you running from and what are you believing?
4. **Give yourself Grace and Compassion.** You are absolutely equipped and able to accomplish every goal that you have set for yourself. There is only one thing and one person that can stop you and that thing is your belief and that person is YOU! You will not know everything, and you may not be able to control most things, however you will always get information to make an informed decision when you need it and when things are out of your control, learn to release it, extract the lesson and use it to do better the next time.

You never lose, you ONLY WIN or LEARN,,,,, either way you are **WINNING!!!**



# About the Author

Erica Strong is the visionary of Finishing Strong- a business and life training system (Strong Life Business and Life coaching) leading entrepreneurs through a proven and powerful process that they can use to create and build profitable and sustainable businesses. Erica's mission is to give entrepreneurs a realistic and achievable framework they need to grow their businesses and change their business and personal lives. She knew that there was such great power and freedom in creating her own economy through entrepreneurship and having a coach. This action created a shift that brought with it a domino effect of miracles and set the stage for Finishing Strong/ Strong Life Business and Life resources helping entrepreneurs worldwide achieve financial rest and abundance.

