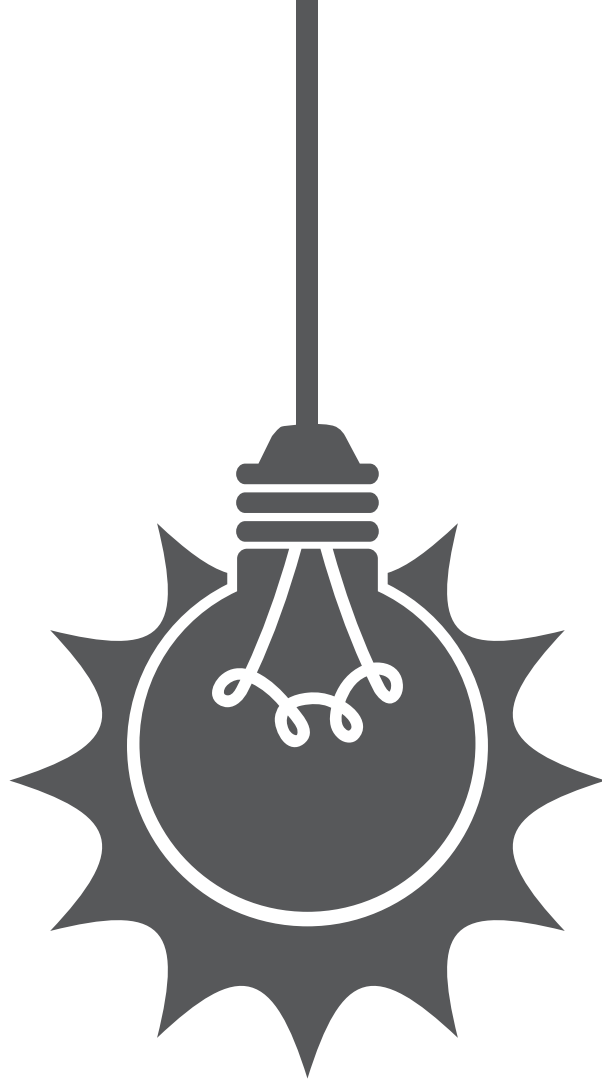


brand *sparks*

understand, ignite & grow your brand

Gina O'Daniel



“Brand Sparks” was created by Gina O’Daniel and the team at O’Daniel Designs to help business owners understand, ignite and grow their brand. This book takes you through a series of exercises to help you move your brand forward.

Happy Branding!
from all of us at



o’daniel designs
Bringing brands to life.

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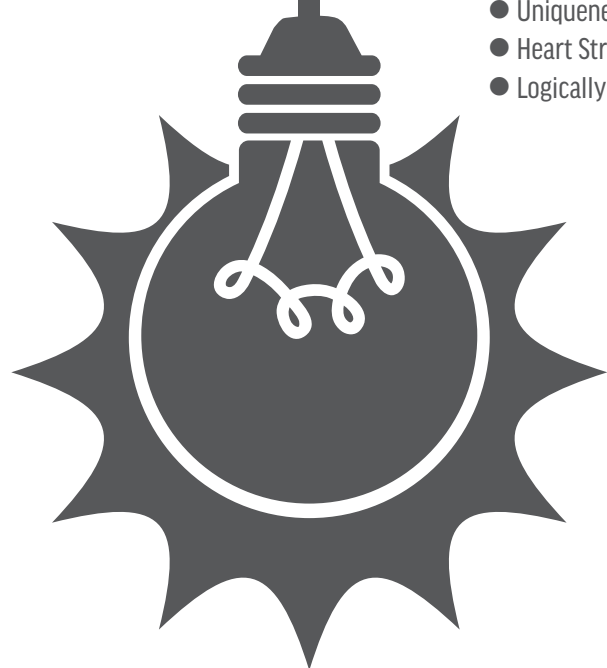


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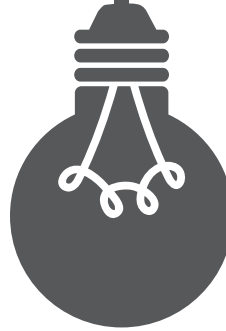
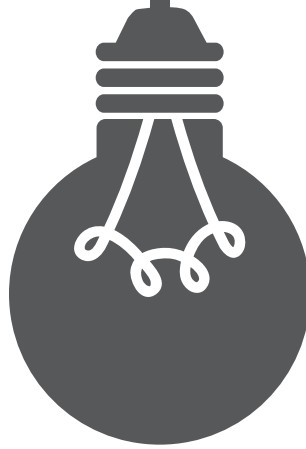
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Your identity is how you look.
Your brand is how people feel about you.

about the author



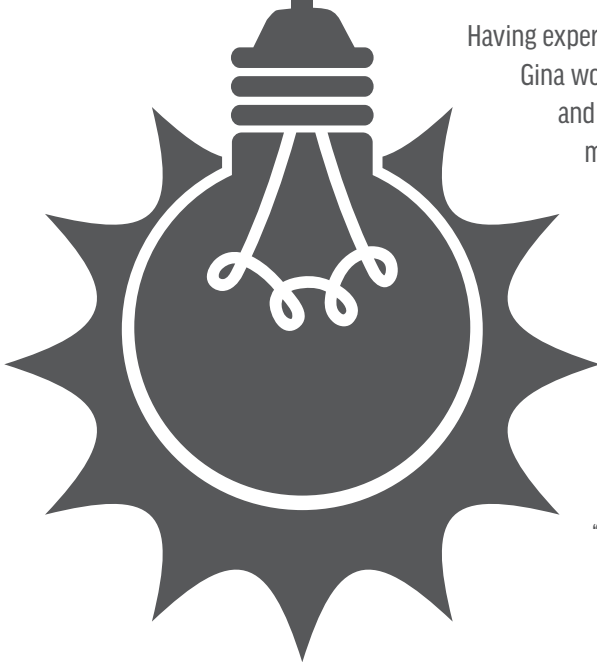
Gina O'Daniel, CEO and Creative Director of O'Daniel Designs, is sought after for her creative solutions to getting her clients noticed in a noisy marketplace. Her boutique creative design agency, O'Daniel Designs, focuses on brand strategy, marketing strategy, branding design, marketing design, website design & development, social media design and search engine marketing.

With 29 years of experience in the design industry, Gina has helped company's world wide in many different industries.

Having experience with strategies that work across print, online and digital platforms, Gina works with business owners and organizations to create strategic branding and marketing plans to propel them forward ensuring their logos, business sets, marketing materials, signage, display advertising, social media design and website work together to ensure a cohesive and compelling brand identity and maximize the company's image potential and profit.

Gina believes that every company is individual "because you didn't come from a cookie cutter factory, so neither should your branding, marketing and website solutions".

Gina is the author of "Demystifying Graphic Design – How To Successfully Work With Your Graphic Designer" and the creator of "BrandCards" and "BrandSparks Masterclass".



introduction

brand *sparks*

understand, ignite & grow your brand

Brand Sparks was created as a labor of love. The love to help brands create their perfect vision through the creation of their brand identity.

In my 29 years in business, I have helped many brands create their identity. Some of these brands arrive in our office knowing exactly who they are and where they want to go. However, most of the time, brands arrive in our office without a clue how to achieve their vision and become paralyzed as to where to begin with the process for building the brand of their dreams.

This book was created using my experience with tools that I have used with clients to help them get unstuck, helping them build their road map to success and gather the information needed to create an eye-catching brand.

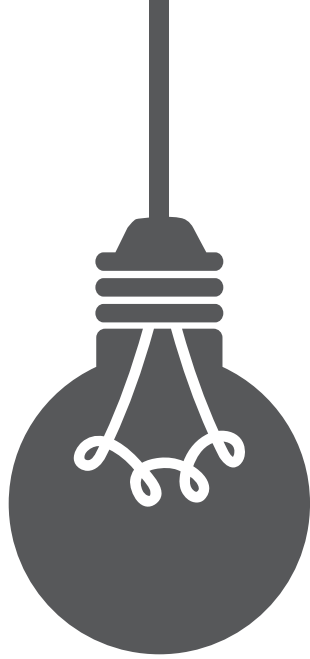
Branding is not a one time event, it is an ongoing process. It is good to review who you are, where you are going, and the materials (tools) you have to attract your target audience of today. Standing still and letting your brand grow cobwebs will undoubtedly make your brand a thing of the past.

Keep moving forward. Use this book as a tool to evaluate where your brand is now and as road map to your future.

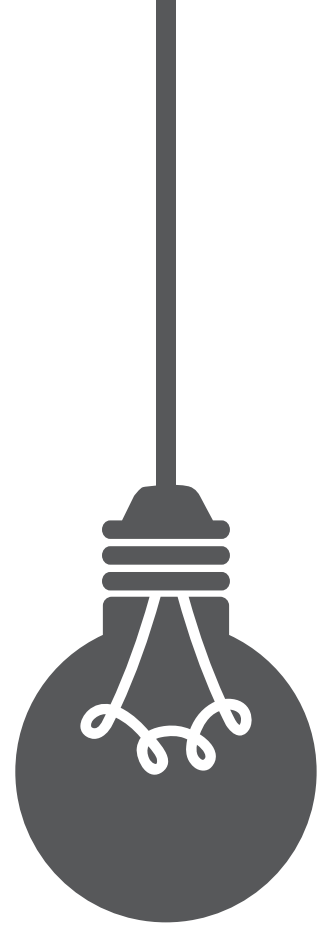
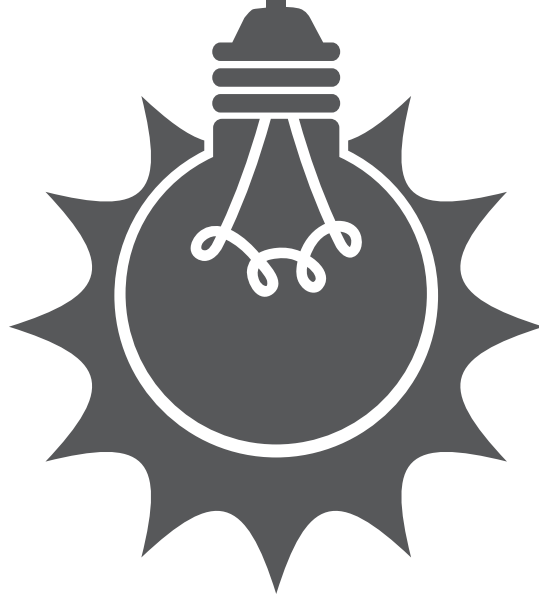
♡ Dana



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chapter 1



who are you?

defining your brand uniqueness



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Brand [bränd] - n.

Brand is a noun. A Thing. Your Brand is about how your business show up in the world. It is your visual look and feel, experiences that your customers and clients have with you. Their interaction with your business – this could be from you as well as your sales force.

Your brand is your reputation in the marketplace. It is important to know that your brand isn't created by you, it is the idea inside of your customer (or potential customer's) mind. It is what they think and what is in their subconscious the moment they see your brand's logo or brand colors and when they experience your products or services.

Sure, you can help mold what they see and how they see it but ultimately, it is what comes to mind every time they see, hear, smell, taste, touch or experience a brand. By putting those experiences together an idea is formed in their mind that then becomes what they associate with your company.

Ideally, those thoughts and experiences will evoke:

- A specific idea of your brands value
- A differentiating idea of value when compared to others who offer your products or services
- A superior idea of the value your company gives them and, that is believable enough to tell their friends who in turn tells their friends.

By adding the three little letters "I-N-G" to brand, you have a totally different definition. Branding IS something that is controlled by you. Strategy should be used whenever it comes to your branding. After all, you want to know how to first reach your ideal customer and get them to see you as the only one they can see themselves doing business with.



Branding [bränd-ing] - v.

Branding is a verb. An action verb. Your Branding is the strategy behind your brand. It is everything that happens behind the scenes.

It could be your visual brand like creating your logo, your website, your business card design, marketing pieces – not only your printed pieces but your social media backgrounds, eNewsletter (or eZine) templates. It is also your content, copy writing and messaging.

Before you can begin to create the branding elements for your company, you need to get crystal clear on...

- Who you are
- How to define your purpose and your expressive story
- Knowing your why and how to focus on your niche to reach your ideal customer
- How to communicate your brand and craft your message
- How to build your platform by typing together your visual expression (brand identity) with your messaging to attract your ideal client
- How to promote your brand and how best to announce your presence to reach your ideal audience

In this workbook, you will:

- Define your brand uniqueness
- Position your brand to get noticed
- Create communication strategies for your brand
- Build your brand platform
- Plan your brand promotion

This book will help you build a strong foundation for your brand and build a roadmap for attracting your ideal customer.

*A brand is an idea.
define yours.*





who are you?

defining your brand uniqueness

define your purpose

When you have a brand people remember you.

You are at the top of their mind and they refer their family and friends to you. In essence, you shorten the sales cycle because your target audience and your consumers already have an idea of what you do and good things about your company.

Whether you are just starting out with creating your branding or have been in business a while and it is time for a freshen-up with a re-branding, you must always start at the beginning and define "Who Are You?".

As you go through the process in defining who you are it is important to keep in mind that as a company you are always evolving. And, as you evolve and grow your brand needs to evolve and grow with you.



A brand that captures your mind gains behavior.
a brand that captures your heart gains commitment.





who are you?

defining your brand uniqueness

define your purpose

Most business owners start their businesses for a reason.

You didn't start your business doing something you disliked or had no knowledge of. You most likely started your business because it was something you connected with and wanted to help others achieve what you have already figured out.

Maybe it was an experience that someone close to you had. Maybe you started to help others achieve their goals and the products or services that you offer would solve their problems that keep them up at night.

Using this information, setting yourself apart from your competitors starts with defining your purpose and what makes you different.

These differences will help you to relate to your ideal customer and what your niche is.

This type of difference can often be best seen with commercials. So, using this example, let's take a look at two well known fast food restaurant chains and their commercial jingles. Both of these businesses sell basically the same product but when they sell, they are directing their marketing languages to two different audiences, drawing on their strengths and "what makes them different" ,, their purpose.

Chain number one's jingle is: Two all beef patties, special sauce, lettuce, cheese, pickles, onions on a sesame seed bun.

Chain number two's jingle is: Hold the pickles, hold the lettuces, special orders don't upset us. All we ask is that you let us service it your way.

As you can see, Chain number one (McDonald's), let you know this is how they build their delicious made ready for your Big Mac, whereas chain number two (Burger Kings) states, yes we make burgers but you can have it made however you would like it.

Both of these commercial jingles tell a story and set themselves apart from each other. Not all people choose both, their story helps connect them to their ideal customers.



who are you?

defining your brand uniqueness

define your purpose

In order to start telling your story, you must first define your purpose.

In this section let's start at the beginning. Think about your past. What in your past made you get to where you are now? Did you have a struggle with something or see someone you care about struggle? This is what is commonly called a "pain point".

Next, write down your a-ha moment. That moment that you (or that someone close to you) had a big change. This is the moment that made you think, a-ha, I should do this to help people with this problem so they do not struggle as I did to find the solution.

Lastly, write down where you are in your present. How do you now help others solve their problem.

This is all part of defining why you do what you do and helps to define your niche and the clients who relate to you and whom you like to work with... those clients who make your heart sing.

Define Your Purpose ... why did you start your business?



YOUR PAST

What was your
relatable pain point
(or your struggle)?





define your purpose



When (and why) did everything change for you?



What do you do now
that you could help
others with?



This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on the right side, suggesting it's resting on a surface.

The first lesson of branding: memorability.
it's very difficult buying something you can't remember.