



3 Ridiculously Simple Ways to Bolster Your Brand

Why this is important:

Your brand is made up of the following in their order of importance:

- Your words- including your questions
- Your listening
- Your advance understanding of the client's struggle
- Your marketing tools and how they speak to the client
- Your graphics, including logo and other images you use to identify yourself quickly

What most people think:

A brand is a logo. And they are only partially right. A logo IS a very useful tool in helping your prospective clients imprint and connect a visual image with your name and what you do.

Even more important however, are your words, how you show up, and your understanding of their struggle. Here are three ways that you can intensify the power of your brand, even if you never thought that it might need work.

1. Know everything about your client: what they do, who their perfect client is, their interests, etc. [Click here](#) for the descriptors you should have
2. Know who your competition is and what they are missing. Make a list of your top five competitors and what they do well and what they are having trouble executing.
3. Learn how to create curiosity by asking interesting questions that give new depth to your conversations. By thinking about a couple interesting questions in advance, you will create memory simply by the fact that you didn't say the same old thing. Additionally, you'll find out some nuggets that might help you grow the relationship.

Don't try to do all of this at once! Take one item at a time and start to practice it.

Please feel free to share any interesting stories that arise from your new practice.