StartUp
Mendocino
BUSINESS ACCELERATOR

2025

Branding: Crafting a Lasting Identity

Agenda

Follow Up

What is Customer Service?

Tools for Building and Maintaining Excellent Customer Service

What is my brand and why should I care now?

Let's Formalize: Client Retention Programs that Work

Next Steps

"It takes months to find a customer and seconds to lose them"
-Vince Lombardi

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brand /brand/

noun

the sum total of all visual and non-visual, verbal and non-verbal, tangible and non-tangible elements that help to identify, form, create and influence unique and positive associations for a product, service or entity, that differentiates it from its competition, creating meaning, value and preference in one's mind.

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Brand

Who Are You?

Your Values: What Do You Stand For?

Your Passion: What Do You Live For?

Your Purpose: What Do You Do?

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20 Words

Finding the specific words to represent your business will allow you to create the most specific definition you can. The more defined your business is, the more attractive it will be for your target market.

Success Tip: Try to find words that represent all word types; nouns, adjectives, verbs and even pro-nouns.

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Who Are You?

Brand Commitment Statement

A statement, usually no more than a sentence or two that describes your life's deepest passions, foundational values and strategic purpose. Just like a fingerprint, it is a definition of you that is deeply individualized and personal.

What Do You Want Your Customers To Say?

How Do You Want Your Customers To Feel?

Why Would Your Employees Work For You?

Brand Accountability

Branding is what people say about your business, when you have long left the room. However, if the brand does not attract the market found in marketing, it is pointless and futile. In essence, your entire company should be considered the branding department, that marketing is managing.

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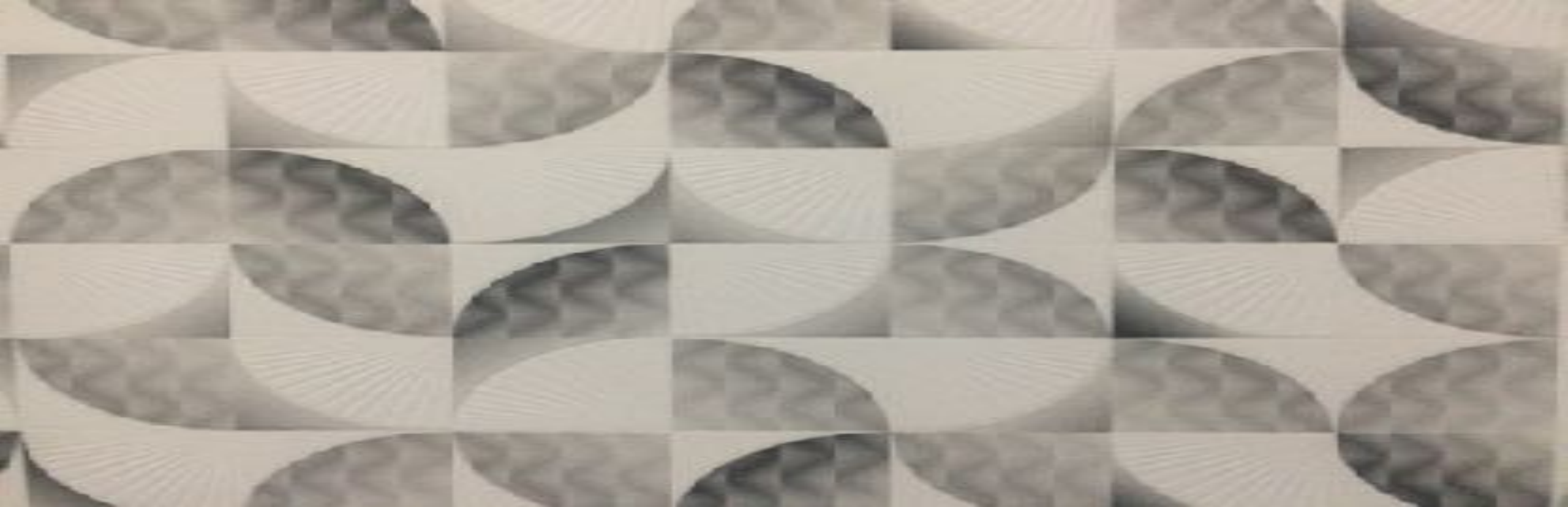
Breakout Session

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Implementing Your Identity

Identify 5 Key Systems in the below areas of your business, that are not representing the Brand

Commitment Statement

Client Fulfillment

Marketing

Sales

Finance

Next Steps:

Practice Pitch