



THE “1” QUESTION

TO ASK BEFORE YOU START YOUR BRANDING PROCESS

Branding is a big deal. It’s a process that requires some deep diving. It means taking a moment to look at the heart of your business—why you do what you do and whether your customers are aware of that.

A poor brand in the wrong context will convey the wrong message. Would you take your lawyer seriously if they showed up in a Hawaiian shirt and flip-flops to defend you? Now, we’re not saying that Hawaiian shirts and flip-flops are wrong (they fit in pretty well on the beach), but your brand and appearance says a lot about you. A Hawaiian shirt at your friend’s luau means you got the memo. A Hawaiian shirt on your lawyer means they may not be taking your case seriously. If you don’t get your brand right, your customers may not take you seriously.

Before you consider going through the branding process, there are some questions you can ask yourself so you can be prepared for the brand overhaul.

THE “ONE” QUESTION

What one word describes what your business does?

Boiling it down to one word helps you hone in on the ultimate problem you are helping your customers solve. It can be specific or broad. If you find that it’s a particular word, that can help you identify a niche market. If it’s broad, you may realize all that your company does offer, and the branding process may involve assisting customers in understanding all of your offerings underneath one umbrella.

What one word describes what you value?

This helps you identify the heart behind what you do. You may offer a product or service that many other businesses offer, but your values may be your differentiator. Maybe you sell a standard product with the best customer service, or it’s eco-friendly, or every purchase helps do good. Take, for example, Jimmy John’s. They make sandwiches, which you can get at many restaurants, but they value fast delivery.

What do your customers say?

If you have social media, create a poll and ask what your customers think. When you interact with your customers, ask them why they come back. Their answers could reveal unexpected reasons why people love your brand.

Finding out what your **ONE** thing is can help you know what makes you unique. Every customer has pain points, and your job as a business is to offer a unique solution. When you’ve identified your unique solution and your core values, you’ll be able to use those to determine your brand.