



Marketing Moxie Podcast

Episode 1 – Finding Your Brand Voice

Show notes at: <http://www.maggiepatterson.com/episode1>

TRANSCRIPT

Maggie: Welcome to episode number one of Marketing Moxie with Maggie Patterson.

Announcer: Welcome to Marketing Moxie with Maggie Patterson, where we get down and dirty on all things marketing for entrepreneurs. Maggie takes a practical, no-holds barred approach to helping you take action on what matters to your business, all with her signature moxie and sass. Now, it's time to roll up your sleeves and dive in.

Maggie: So, what is Marketing Moxie and who is this Maggie Patterson character? Let me quickly fill you in and then we are going to get going on today's episode, because Marketing Moxie is all about taking action. These are going to be short, bite-sized episodes to help you execute certain tasks, get you thinking about your marketing in a bit of a different way, and get you to the next level.

So, Marketing Moxie is really based on the idea of 'You've got to have a little bit of chutzpah' to get things done. It's easy to get stuck in running your business, and not ever working on your business. I am here to help you do very practical steps to help move you along. It's designed for small businesses and solopreneurs who need a little bit of an extra help. So, I can be your Marketing Director in your head and help you get those things done.

And, who am I? I'm a Marketing and Public Relations Professional with 15 years in the field. I've worked with large brands. I've worked with start-ups. I've worked with solopreneurs and I have to say, my favorite is working with small—small businesses, because we can get a lot done quickly—not a lot of process. We can take action.

This month's theme is "Fix Your Website—Fix Your Street Cred." So, what does that mean? The idea is that your website is at the core of your business, and I don't think that's a revolutionary concept by any means. But, by making small, subtle changes to your site, or in some cases, depending on where you are in your business, they might feel like bigger changes, you're able to become more credible. More credibility means more sales. It means more gigs, like speaking gigs and blog post gigs, because people are able to see that you truly are an expert. So, as a small business or solopreneur, these are changes you can make, starting today, to help you get more out of your business. So, let's dive in.

Today, we're going to talk about brand voice. Brand voice is kind of this big idea, and I'm going to break it down to some really tangible things. So, if you have a website, you may have worked with a web designer who talked to you about your brand, or if you did it yourself, you might have done this on the fly. But, the idea of brand voice is that you have a very clear way of communicating. It is very clear who you are, what you do, and who you serve. There's a certain feel, a certain look, a certain emotion attached to your business. So, we are going to get down to that today.

Brand voice is way more important than most people realize. I think we know it on a macro level, but when it comes to a micro level of our own business, it's really—really hard to see. In fact, I think it's easier to go to someone else's website and pick it apart then ever look at our own and say, "Oh, that's a bit dodgy. It's not clear who I work with or who I might be trying to communicate with." So, when you're looking at your brand, you need to consider a few different things. We're going to walk through those now.

The very highest level, before we even get into fixes or take-aways from the episode, we need to talk about some common pitfalls or traps. Now, I will raise my hand, here. I am guilty of it. We are all guilty of it. And, the very first one is mimicking or copying. A lot of times we don't know we're doing this. Because we're on the internet, because we're looking at so many things in a day, you just start to absorb things naturally. So, you have to be very aware of this, and cognizant of the fact that you might be doing this and not even realize it. If you go to your web designer and say, "Hey, I want a site like Marie Forleo's or Danielle LaPorte you're not doing yourself or your brand any favors. People are going to notice and that is not going to help your cred. You want your brand to be your own. You want it to be uniquely you.

So, when I went through the process, six months ago, of doing my own website—I love the color teal. I love reds and pinks. But, I didn't want to be super—super girly, that was some of the instructions I gave my designer. I wanted it to feel fresh. I wanted it to feel bold. But, I still want it to feel like you can work with me and have confidence—that I wasn't some random person, that I have professional skills. So, we used a more traditional font and I really feel like my website communicates who I am. I feel like there is a connection there. And, that's the goal of what you want to be looking for in your website, no matter what the size of your business is. If you think about the brands you know and love, same thing. So, make sure you're not trying to embody other people's brand—that you're not living their brands so much that you lose it in your own brand.

The next common pitfall is just a lack of clarity. I think when we have lack of clarity in our business direction that really comes through in our website. Maybe one week you're a coach, the next week you're a health coach, the next week you're a business actualizer—you need to be very clear and it needs to be super simple for people to say yes to working with you—saying, "Yes, I want her to speak at the conference." You want the brand and what you represent to come through from the second they hit that website. So, you want to be considering that.

The very last brand trap is creating a brand that's not appropriate for your industry. Now, I'm sure some of you might have really strong reactions to this, but my take is this—if you are in a very traditional field, yes, you can push the envelope. Yes, you can shake it up. But, you also have to know where that line is. So, I'll give you an example. If you're a lawyer and you're supposed to be giving legal advice at \$300.00 an hour, showing up on your website would be, like, "Hey, girl. I know you might have a legal problem," might not be the best brand choice. That might not be the best copy. If you're the type of person who does not drop F-bombs in real life, don't all of a sudden

try to start dropping F-bombs on your site, because you're trying to be edgy or cool. People can smell that crap a mile away. Yeah, I just used the word crap. That's probably one of the nicer words I'm going to use. I also want my husband to be able to listen to this and not cringe, though. So, I'll try to keep it a little bit clean.

So, you've got to consider what your actual brand voice is. Use language that is clear and simple—that is appropriate for your industry. Try to stay away from jargon. No one likes jargon. You don't jargon—like, the whosy-whatsything. I worked in technology for a long time and we'd talk about the solutions whatever—whatever—whatever. If your grandmother can't understand it, you need to dial that sucker back and make it clear.

So, let's take action. Enough about the theory. How can you help get your brand voice clearer? What things can you be doing? So, your three take-aways from this episode are really focused on finding your voice.

So, the very first one—and, this is something—if you've ever worked on brand, whether it be in a corporate or even on your own website, is how would you describe your brand? Find your brand's words. So, some of the questions you can ask yourselves, and these will be in the work sheets, so you don't need to whip out your pen. If your brand were a person, how would you talk about them? My brand—I would talk about it from the perspective of being warm, engaging, real, and sassy. I want that to come through in my brand. So, whether that be in my writing, on my website, anything that represents me, I want those things to come through.

If you were throwing a party, what kind of party would it be? My friend, Megan, who coaches moms with new businesses—she said she wanted to be a fun girl's night out. So, it would be casual clothes and relaxed. So, think about it from that perspective. If you were throwing a party for your brand, what would it be? Me, it would be a cocktail party that wasn't stuffy and didn't involve a lot of small talk. It would be real and a little bit brash. But, we'd be having lots of fun.

What are three ways people would describe you? This is a great exercise to go through if you've never done this. This will tell you a lot, especially if you're a solopreneur, about what needs to come through in your brand. A lot of my brand actually came from doing those questions. And, I found some very interesting things when I did that. How do you want people to feel when they work with you? Think about that in the context of your brand.

Take-away number two—what is your core business all about? Your brand needs to tie back to your business. Having a brand that's off in left field and has nothing to do with your business is jarring, it's disjointed and it's not doing you any favors. I see this a lot with solopreneurs, because they'll have some website that's all artsy and then they're actually, like, something very serious. You need to make sure in business—what kind of things do people thank you for? What kind of results do you get? In seven words or less, what do you do? It's very simple. And again, all of this will be in your worksheet at maggiepatterson.com/episode1.

And finally, stories—I will talk a lot of about stories, I guarantee, on this podcast. Because, stories are the core of everything we do, especially in marketing. So, for your brand, you need to think about your stories. What are you passionate about? What can your brand stand for? What things do you want to see change? What things do you think are great? What are some of your personal stories? A personal story I like to share, is that I actually started out my career faxing press releases in a windowless room. Now, that tells you two things. Number one, I've been in the industry a long

time. Number two, that I'm willing to do the hard work. It also brings up this visual of this cement, block room. And, in a future episode I'll tell you the story about the time I had to cook hundreds of thousands of chicken nuggets when I was in my very first PR job. That very first PR job is going to be fodder for many—many stories within my brand.

So, if you're ready to dive in and do the work, you're ready to start working on your brand voice, and even if your brand is really solid, this might be an exercise that can help you with your copywriting, your blog posts, your guest blog posts, the sky is the limit. Brand is something that is always going to be evolving, so don't ever think, "Oh, I'm done." I don't believe, especially when you work on the internet, that you are ever done. That is Marketing with Moxie, because you're always going to be pushing the envelope, just that extra little bit. You're going to be going into your Word Press and making that extra little tweak. That commitment, that dedication, and that passion is what's going to set you apart. And that, my friends, I think, requires a little bit of Hootsfa, because sometimes you're going to have to do those things on a Saturday night, which, hey, maybe you could do it with a martini with a good friend, who's also working on their website.

So, you can check out all the show notes at maggiepatterson.com/episode1. Now, for episode two, I'm going to have a special guest. And, my special guest format is going to be a little different. We are not going to talk about their life story. We are not going to talk about their journeys around the world. We are going to get down and dirty with questions. Every guest gets three questions specific to our topic and the things we want to take away. We are basically sucking out the brain power of guests to get it for your three take-aways.

So, hop on over. Get your worksheet and start taking action now. Thank you so much for listening to episode number one. If you enjoyed this episode and you found it valuable, please give me a review here in iTunes. I would love a review in iTunes. I will give you a shout out in a future episode, and that will help me reach my goal for my brand, on getting to new and noteworthy. Thank you so much for checking it out and I will see you all next time.

Announcer: Thanks for listening to Marketing Moxie with Maggie. Visit our home base at www.maggiepatterson.com for show notes and more episodes.

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