

# Building a Brand

The expression “building a successful brand” gets thrown about a lot when you’re starting a business. But what does it really mean? This Power Tip will teach you what a brand is and help you identify ways you can build your brand.

Business  
Power Tips



The term “brand” comes from branding cattle so farmers could identify them, but in the late 1800’s, packaged goods companies like Coca Cola and Campbell’s Soup used to brand their names on their packaging and products. Branding became something that companies could own, not just something they did.

Advertisers were quick to recognise the value of a brand. Brand guru, Marty Neumeier, describes it this way:

*“A brand is not a logo. A brand is not an identity. A brand is not a product. A brand is a person’s gut feeling about a product, service, or organisation”.*

In the early days of your business, the concept of building a brand can seem a bit vague, but also a bit daunting. Getting it right can really set you up for success.

Here are six things to think about when building your brand:

## 1. Your Brand Story

How and why did you decide to start the business? Why is it you do what you do?

Share it on your website and on social media to really build an emotional connection to your customers. Tell them your mission, your goals, and above all else, make it real.

## 2. Your Brand Values

Brand values help create feelings of familiarity and affinity with your customers. It’s the ‘gut feel’ about your brand that can transform the relationship between you and your customers.

Your brand values should guide the purpose and personality of your business and should always be memorable, unique, actionable, meaningful, timeless and clearly defined.

## 3. Your Visual Identity

Think about your logo, colours, font, packaging, website and other visual elements that help tell the story of your brand and reinforce the brand values.



Watch the full video:  
[www.manyrivers.org.au](http://www.manyrivers.org.au)

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A good test to see if you're on the right track is to put them all together - do they look like they belong together?

## 4. Your Unique Selling Point (USP)

What makes you different from your competitors? Maybe you only source locally-made products, or you're the only supplier who sells a certain piece of equipment.

Find your USP and keep it at the top of your mind when you're thinking or talking about your business.

## 5. Your Brand's Point of View

Sharing your point of view on a current or topical issue, even if it isn't relevant to your product, can show who you are as a business.

Be careful how you deliver this message; it's best to only talk about things you deeply believe in. Also, watch out for other people using your brand to promote issues you don't agree with.

## 6. Your Brand's Tone of Voice

What do customers take away when they engage with your business?

How your business presents itself conjures up emotions for your customers, and that's what creates brand loyalty. All your communications - website, advertising and everything in between - must be consistent with your tone of voice and messaging.

Building a brand from scratch isn't easy. By following these tips you can start building a brand for your business.

Remember, your brand isn't what you say it is - it's what your customers say it is.

**If you want to talk through some of your ideas around branding or ways you can build your brand, a Many Rivers business coach can definitely help, so please feel free to get in touch.**