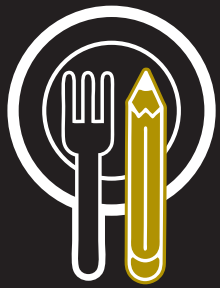




10 BITE-SIZED WAYS TO
**IMPROVE
YOUR BRAND
OVER LUNCH!**



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BAREKNUCKLE.
BRAND MARKETING WITH A PUNCH



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Got your sandwich? Ready to make some bite-sized brand improvements? We've got 10 of them at-the-ready, so let's bite right in.

1

ANSWERING THE CALL

Call your office. Write down how the person answered the phone.

Now call your top competitor. Write down how the person answered the phone.

Any difference? Every phone call is likely be a potential client's first or second impression of your business. So if you answer the phone like Jesse Katsopolis from Full House ("Talk to me"), it doesn't start the relationship off strong.

How do you want your phones answered? Have some personality, some warmth. Write it down and have everyone answer the same... even the owners.

2

BRAND COLORS BE BAD

Riddle us this: Can you write down your brand colors?

- ✓ **YES?** Congrats, we hope they aren't kindergarten watercolors, unless you run a kindergarten art program.
- ✓ **NO?** OK, then you're likely using fuchsia on random flyers, gray-orange on your website and a maroony-shitbrown on your business cards. We're giving you permission to knock that off.

Solid brands typically have 2-3 brand colors with a palette of compatible accent colors, all based off the 2-3 base colors. Think about Starbucks. Think about McDonald's. Have any trouble naming their brand colors? Nope.

3

WALK RIGHT IN, SIT RIGHT DOWN

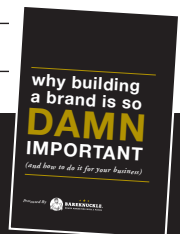
Do this: Walk into your office (if you have one). What are the most judgmental things you could say about what you see/smell/feel/hear? Be harsh.

Now change those things. Write down how:

HUNGRY FOR MORE? GET THE BOOK.

GET IT HERE!

Why Building A Brand Is So Damn Important, and How You Can Do It For Your Business has even more tips and insights on giving your company the brand it deserves!





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4

LOGO A NOGO?

ANSWER THIS: Does your logo look like your friend's cousin's pet squid designed it? Did he? If so, is there room in your budget to have a professional do it?

- YES?** Get this handled ASAP.
- NO?** Start saving up. Get some prices.

5

FREE YOURSELF FROM FREE BUSINESS CARDS

SWALLOW THIS: If your business cards are from a website that sounds like Schmistaprint.com, throw them away. They're likely doing you more damage than good. Is there room in your budget to have a professional design and print new on-brand cards?

- YES?** Get this handled ASAP.
- NO?** Start saving up. Get some prices.

6

WE LOVE TREES TOO, BUT WE STILL PRINT STUFF

LOOK INTO THIS: Take inventory of your printed marketing. Start simple. Line out your printed marketing pieces: Is there consistency in colors, messages, graphics, quality?

- YES?** Score.
- NO?** Get out your lighter and burn them. Time to invest in consistency.

7

JOHN HANCOCK STEPS UP HIS DIGITAL GAME

- CHANGE THIS:** If your email sign-off is "Best regards," "Warm sincerities," or some other antiquated, Elizabethan junk, switch it out with something you actually say when saying goodbye to someone in the present-day real world.
- CHANGE THIS TOO:** Is your logo fuzzy on your automated email signature? Yes? Upload it in a different file size so it's not.

8

JUDGE A BOOK BY ITS TITLE

NAME THIS: What are you calling yourself; what's your title?

If it's "Chief Coordinator of Coordinated Marketing Activities Liaison," "Director of Sales Strategy" or anything close, change it. Rather than sticking with a traditional moniker, this is a simple way to stand out, start conversation about what you do and compliment your brand. More playful titles can energize your employees and communicate your brand from a recruitment standpoint.

BEFORE: President | Chief Executive Officer | Owner
AFTER: Owner | Troublemaker

BEFORE: Graphic Designer | Project Manager
AFTER: Hotshot Designer | Miracle Worker

9

TALK TO STRANGERS... MAYBE GET IN THEIR VAN

GRAB A STRANGER. Tell them about your business for 30 seconds. Do they know what the hell you do and why it matters? Ask them if they have any questions. Now write down how you can address the questions they had the next time someone gives you 30 seconds of talky space:

10

JUST SAY NO TO DOING STUFF

Are you doing these things inconsistently and they are a constant pain in your ass? THEN STOP!

Sending a newsletter randomly, whenever you think about it and force yourself to send something, anything? **YES? STOP.**

Throwing stuff up on Facebook all reactionary-like because you think you have to comment anytime something happens in Gibraltar or at the mall or to Justin Timberlake while he's at the Gibraltar mall? **YES? STOP.**

Posting a smattering of blogs once every third full moon (or whenever you watch Dirty Dancing or have an ulcer). **YES? STOP.**

Don't do anything listed above until you've laid out a strategy and a timeline (or hired some help to do so). Without consistency and planning, none of these outlets amount to much more than a waste of your time.

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