

Taking a Bite Out of Branding: How to Create Your Authentic Brand to Promote You and Your Program

LIVE Webinar

Presented by Liz Goodgold with guest Karen Dietz

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#BetterBranding @lizgoodgold



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Branding is Personal

- First interaction determines future results
- Warmth and competence build relationships, trust & donors
- You are the brand ambassador
- First line of interaction

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The 30 second infomercial is dead!



Say
Good-bye
to the
"Elevator"
Speech

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Why a 7-second Hook?

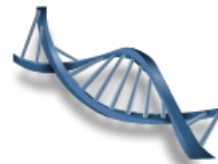
- Get remembered
- Get rewarded
- Get donations



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Originates from your Brand DNA



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Litmus Test

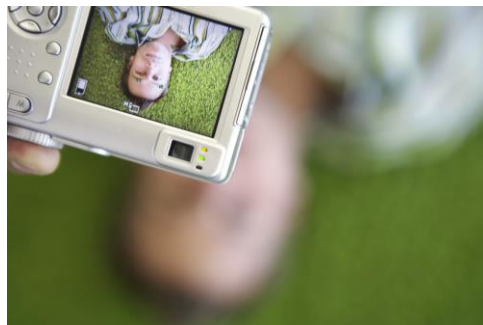
- Your mom understands what you do
- Friends and colleagues can repeat it verbatim



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- ✓ Homework #1:
Do a self –assessment



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✓ Homework #2: ASK!

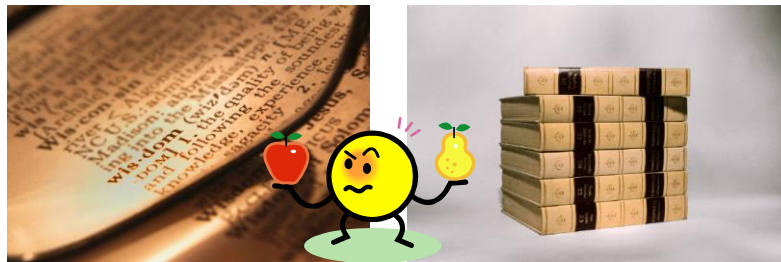
- Colleagues
- Vendors
- Clients
- Customers
- Fish who got away



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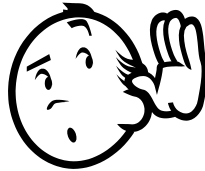
Mind the Gap: COMPARE THE 2
Overlay your Brand Vocabulary



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Make Their Headwhip!



Goal = TELL ME MORE!
+ flawless recall



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Meals-on-Wheels
Greater San Diego, Inc.

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**Hearing Loss
Association
of America**
The Nation's Voice for People with Hearing Loss

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teenNOW
CALIFORNIA
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Image Enhancement Coaching*

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 **PASSIONATE**
PROFIT PLANS
powered by Deanna Potter



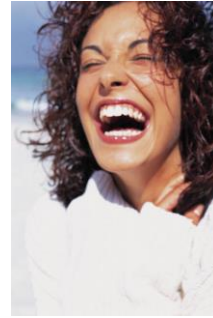
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Themes that work:

Humor



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Themes that work:

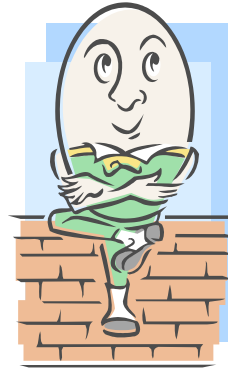
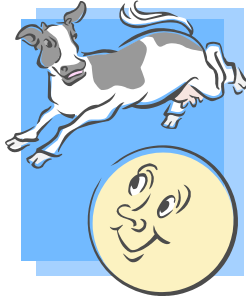
Co-branding



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Themes that work:
Rhyme Time



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Themes that work:
Emotion



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Themes that work:
Play on words



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Themes that work:
Alliterations



PayPalTM



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Themes that work:
Full-frontal



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Themes that work:
Gimmick



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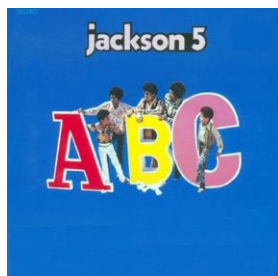
Themes that work:
Hit Them with the Unexpected



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Themes that work:
Keep It Simple



EASY AS 1-2-3

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BUT, I don't want to be corny.....
I'm not funny.....
I'm not clever.....



7-second hook must fit **YOU!**

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Deadly sins of 7-second hooks

- Complicated
- Long
- Jargon-riddled
- Cliché



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Your hook is NOT your tagline!

- Point of difference about you, your organization, or your company

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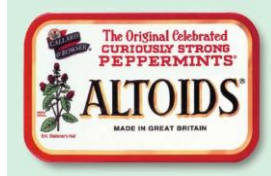
Need Help?

- Custom-Created 7-second hook just for you
- Value that lasts a lifetime
- More info:
<http://www.redfirebranding.com/done-for-you-services/>

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Create a Brand Vocabulary



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✓ Homework #3:

Keep a list of frequently used words and phrases



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Relevant Words to Your Brand

Upcoming
HOT SEMINAR
With LIZ GOODGOLD



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Vocabulary

Dictionary Words that you make Ownable



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Relevant Words to Your Brand

*Fetch
Me!*



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Relevant Words to Your Brand



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Relevant Words to Your Brand



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Relevant Words to Your Brand



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Punny Words



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Punny Words

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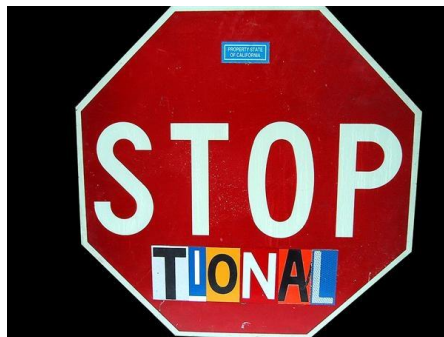
Punny Words



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Punny Words



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Punny Words



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Punny Words



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Good Invented Words



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Good Invented Words



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Good Invented Words



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Good Invented Words



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Good Invented Words



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Good Invented Words



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Good Invented Words



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Good Invented Words

Phi Beta Kapital

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Bad Invented Words

- *Skinny Cow - Carmelistic*
- Humbition Founder & CEO Cyrus Massoumi of ZocDoc
- **Hardvarian - True Valu hardware**
- Drinkability – Budweiser
- **Beneful**
- Smelf – Old Spice

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Own Brand Name Spin-offs

Jerantee

Juniverse

Dantastic

Peetniks

Pay the Pieper

Lord Have Murphy

Words of Lizdom

Pre-Elizabethan Era

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Create a Strong Visual Brand



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Visual Brand-By Accessory



Bruno Mars



Michael Jackson



Brad Paisley

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Visual Brand-Signature Look



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Increase Recognition



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Visual Brand- By Outfit



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Body Part



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Questions?

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