

## 26 BRANDING QUESTIONS, BJORK AND My FAVOURITE GIN

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branding questions

**This may seem like a random selection of things for one blog post, but in actual fact - these are all beautifully connected. How?**

**If I begin with one of my favorite artists Bjork - she has her own individual style and sound, and her own eccentric image. This whole persona is in a sense 'her brand'. Agreed? She is the brand and she stands out from others.**

**Think about how many singers and vocalists are out there and how many of them seem to generally to merge into an 'idea' of just being great singers.**

Nothing wrong with being an amazing singer of course, but I am just saying that she has a way of being which is unusual and which captures the attention of those who specifically enjoy her brand.

Bjork is different. She is quirky, and has a truly original persona, so she stands out.

Next, if I touch on my favorite Gin which is called Brockmans and which has a deep dark fruity flavor, it is a unique tasting beverage. There are many Gins these days and the business as a whole has exploded with variety. but, this Gin also has a very dark, grungy and edgy design to it and to the adverts it has made.

*The guy who created this wanted it to be very different to existing Gins on the market and he wanted it NOT to sell to the older generations who used to love Gin.*

He created a Gin which was aimed at the younger generation, and the design being in black with mock up metallic edging gives it a fresh and modern look. I discovered this Gin at a Gin festival and the staff who I met serving this Gin even wore black aprons with metal fasteners, so they looked the part, and the brand was complete and thorough.

It isn't just a Gin, it's a radical creation for a new crowd. It stands out.

*See where I am going with this?*

Take any brand that is memorable and you see something which simply doesn't just blend in. So, your brand has to stand out for one reason or another, and it has to be unique and different enough to have a voice in an 'ever changing' highly competitive market place.

Your job is to make your products and services become memorable. So, this may give you an edge and more of an idea of what you may wish to focus on more in terms of getting your brand right. Hire a brand expert if you need to, and conduct research to look at your competition and see how you can seem like you can become the primary choice over others.

## **26 BRANDING QUESTIONS, BJORK AND My FAVOURITE GIN**

**Here are some global brands which are worth billions today:**

Mercedes

Toyota

McDonalds

Samsung

Disney

Coca Cola

Amazon

Apple

Now, there are many more. But these are brands which most of the world know, and you only need to look around your home and your City to see other brands, of which some are global and others more national or even local. So, which type of brand are you building and who do you wish to stand out for?

The key is to start taking notes here and looking at what your core message is. What values and what story do you wish to portray to your ideal customers?

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**If you look at mine there you will see certain colors and designs which relate to the area I am in. It's simple, clean and creates a position for me which enables potential clients to feel they can trust me as an expert and feel a need for.**

*Maybe you wish to create curiosity, intrigue, happiness or trust, or all of these?*

So, here are some simple yet powerful questions you can ask yourself now which will help you gain some clarity as to what you are trying to build - and this will also help you to see how you can connect this to your core market customer.

**Here are some of the greatest current UK brands:**

[CLICK HERE TO SEE UK TOP BRANDS ACCORDING TO RANKER](#)

**So ask yourself and take notes:**

branding questions

- 1) What is your unique message and/or what is unique about you or your products or services - if you have them already? How are you different?**
- 2) Who are your ideal customers and why will your ideal clients buy from you and not your competition?**
- 3) Who is your ultimate client anyway and what are they desperate for?**
- 4) How is your brand delivering that and if it isn't where could you be going wrong?**
- 5) Coming from your angle how is your brand an extension of you and your values?**
- 6) What research can you do now to begin building the message that you could be the 'go-to' person in their niche?**
- 7) What help might you get in defining this and where might you find the right help?**
- 8) Who or what is preventing you selling at this stage?**
- 9) Are your ideas relevant enough - is it that you maybe not branding correctly?**
- 10) What is your brand identity? And how will your buyers connect with your brand?**
- 11) does your brand have the right voice and personality for your products?**
- 12) What are their pain points and how do you solve these?**

- 13) How does your personality connect to this brand?
- 14) What and who is your nearest competition?
- 15) What do your customers feel and how do you make your customers feel?
- 16) Why do your customers trust you and what is the reason for this?
- 17) What is your personal story and how would you describe yourself?
- 18) What do you think is wrong with your existing brand?
- 19) Which local and global brands do you love and admire and why?
- 20) Is your brand identity simple enough to grasp?
- 21) Have you tested how your brand affects your customers and if not how will you test it?
- 22) What is the general speak of your customer and how do they talk about your market?
- 23) How does your current logo communicate your brand and how is it relevant and memorable?
- 24) How does the color and font of your design work and have you asked others their opinion?
- 25) How are you currently interacting with your customers through your brand logo and formats?
- 26) What is the voice of your band and does it sound right?

branding questions

### **This is how to fully explore your brand and how to discover your brand's identity**

The more you can work on these questions the greater your brand will perform as it will become memorable, and others will start to become more aware of it. You will also create loyal customers who love your thing, and they in turn will tell others so you will build a strong referral base.

Don't think that your idea alone is the answer, just because it looks good or is super cool. Ensure you also know that your core buyer feels this before you expand on it and spend your time and energy evolving it.

**The greater the brand the greater the growth.**

Don't treat this as 'just another part' of your business, and don't treat it as just a 'logo' - treat it as the primary connection between you and your customer, because this is the first thing they will see.

**The aim with all business is to lower risk where possible, and this is a vital part of that. And you certainly don't want to apply your growth engine without first ensuring your brand is right for market. Once you have this right you can then apply your free and paid marketing channels; blogging and social media, partnerships, endorsements, print ads, and radio ads. You certainly don't want to fund anything which hasn't first been fully explored and identified.**

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**Now, by the time you have answered these questions in detail (which I highly recommend) you can really drill down and go deep and narrow into the brand in order to really get it right. This will be the most pressing areas to work on and which now may be preventing your current levels of success.**

Maybe you are currently operating a Small business and if so, how is it currently performing and is it performing well? If not why not?

What could be the primary issue? Very often it is down to your marketing, message, vision and brand and the fact that it is not creating the exact answer to your ultimate client or customer?

So I suggest you go over these questions thoroughly and deeply to see how your brand may be hindering your sales.

*You need to know who you are and why that will be what they want!*

branding questions

**In my opinion - I would suggest you begin by really KNOWING WHO you are aiming at first.**

Why? Because you could create a superb and outstanding brand which only fails to hit the target, so, no matter how great it is it could fail to meet your required customer or client.

But once you get the customer/client gig right and you can visualize this in all of it's beauty and detail you can then begin seeing how your brand is connecting directly with the right people. And my secret is that when these two components marry you are going to create great custom.

**Think of it this way - If you were a relationship coach who was trying to pair a couple together and found a great guy who stood out to you BUT had a very specific nature, this nature wouldn't be great for just anyone.**

You would have to find a woman who was looking for these exacting attributes. With me? And once you find the guy who meets her requirements you are statistically onto something. Just because 'one or the other' may seem awesome it doesn't mean that they will match. So, by the law of probability you are closer to your goal when you see how both parties are ticking boxes.

branding questions

*To create the perfect Brand, it is worth considering asking yourself what really appeals to you and why!*

These are all very relevant to me, and I expect you can see the importance of your own message here.

**So, now ask yourself, what appeals to you now? And why do you BUY INTO these things? And what makes it is easy for you to buy this? It could be records, drink, food, clothes, technology. I am sure you get the picture.**

Talking of clothes

Branding is just like wearing clothes. We give off an impression of what we are like EVEN before someone has spoken to us.

We create an image which we wish to become identified for.

So, another person has already got idea as to what you are about by judging you. You may not be this way though, so your image may present a very different picture of who you actually are. Now, I could be wrong but, I am willing to bet that we all judge others very quickly by looking at them, even if we don't feel we are critical, and we could all be wrong in our judgment of course, but with Branding you have to deliver that look and back it up with the right solution.

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### Some Great Wisdom I learned from a very successful marketer

*He said - 'Either be the best in your market or you'd better keep things simple, get plenty of sales and have lower overheads'. So, stand out as the best or be highly accessible as another choice or you will fail. I learned a great deal from him and from many other experts in business growth and branding - and I highly recommend that you take that on board.*

branding questions

Finally remember - Buying is an emotion and when someone feels emotionally connected to you and your brand you are winning. So, BECOME THAT PERSON, and ensure they remember you as an experience they want to have. Through their fear of not having what you offer 'or' through a deep passion that they need for what you have to offer, you have to identify this and become the primary choice. Just as many



of these brand logo's represent a connection and a message of certain standards, yours does also.

*Don't forget either that you may be operating a local business, and you may be 'one person' with one establishment, so your brand may never become a globally recognized brand, but it will need to become a locally recognized brand.*

**They need to know that you care about what they want and this will then becomes reflected in your customer care and service throughout the whole process and experience.**

And this is where knowing the answers to those 26 questions to get into your buyer persona is crucial to understanding the psyche of your ultimate buyer/client.

**I hope you enjoyed 26 BRANDING QUESTIONS, BJORK AND My FAVOURITE GIN - and I hope this helps you. If you want any tips on how to get more clarity on this subject matter then just contact me @ [www.GregDeTisi.com](http://www.GregDeTisi.com) anytime.**

I can arrange a free planning consultation with me where we can explore this this and help you get your message across to make those all important sales. I have spent the last 15 years helping others build small businesses and live with their passions and - when you can truly express your brand from what matters to you it is way more powerful as you will begin to succeed like my global clients have already.

*As always I wish you the very best, cheers for now!*

*Greg*

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