



# DEFINE & CONVEY YOUR BRAND

*with Lucie Selby*

- Your brand is much more than just your logo...
- YOU are your brand, that's what makes what you offer unique.
- Hone in on what your brand messages & values are.
- Consistently communicate this across all platforms & touch points.

## What are your brand values?

Write down 3 words to describe your offering...eg. trustworthy, fun, educational, entry level, premium...

## Is your brand where you want it to be, or do you want to shift lanes?

Think of other businesses you find inspirational/aspirational. What are they doing that you could learn from to level up your offering?

How can you make that shift? Do you need to invest in professional support in order to do this?

## Be efficient, organised & make sure you have...

- |  |  |
|--|--|
| <input type="checkbox"/> All versions of your logo | <input type="checkbox"/> Consistency with fonts & colours          |
| <input type="checkbox"/> Brand guidelines          | <input type="checkbox"/> Software to create professional content   |
| <input type="checkbox"/> Practiced face to camera  | <input type="checkbox"/> A bank of images that reflect what you do |

## NOTES

## TOP TIPS

- People buy from people, show up to increase your chances of people buying into your service or product.
- Nothing will be perfect straightaway, you have to practice to get good at creating slick content.
- Invest in yourself by up-skilling to progress your business & outsource when needed- we will never be good at everything!!

## NEED MORE HELP?

Sign up to our newsletter for details on upcoming branding workshops, or contact Lucie on [hello@thehook.uk](mailto:hello@thehook.uk) to book a 1-1 session.

