

## Branding Tips

Branding is getting your prospects to see you as the only one who provides a solution to their problem and not just about getting your target market to choose you over the competition.

Brand strategist Kerry Light once said:

"The primary focus of your brand message must be on how special you are, not how cheap you are. The goal must be to sell the distinctive quality of the brand."

A good brand, among other things must:

- . Clarify your position in the business.
- . Clearly

## The Importance Of Early Adopters - Knowing The Influencers

Know the "early adopters" and influencers of your product or service. You need to do some data mining and market research.

You need to find the key "influencers" of the early buyers, then you will have a much better picture on what your "target" consumer looks like. If you can aim and "hit" them first, you create believers and develop advocates early on. Which is VERY important! Those "advocates" will "sell" by connecting and convincing others to join them.

Thanks to Richard Harmer of [Brady Media Group](#)

## You Can Sell Them At Hello

You've got 10 words or 10 seconds to make an impression, to answer a customer's most important question: "What's in it for me?" Your branding should point them to that answer. That's one of the things I talked about in my book "You Sold Me at Hello." To make your brand most effective answer

## Branding Tips

this: What do you do differently and/or better than your competitors? That answer will give you the basis for your branding because that is what is in it for your customers.

Thanks to Doug Johnson of [G. R. Johnson & Son Consulting, L. L. C.](#)