

Your Brilliant Brand

Module 4: *The Flesh of The Peach* Transcript

So here we are at module four of ***Your Brilliant Brand***. We've identified the singular idea as the kernel or heart of your brand. Well, now we've got that core element, we need to enrich the brand? We want brand that people will be attracted to and become attached to. For that it needs more than a great idea. It needs a great character.

I call this aspect the brand profile, though sometimes I refer to it as the flesh of the peach because I want your brand to have its own flavor and scent and feel and weight. So in this module we will look at the brand profile --- the various elements of the brand that surround the singular idea.

In the first place, we need to establish a very simple principle that every brand makes a promise. That's what gives it consistency in the market. If you think about the brands that you're attached to, where you buy again and again from the same brand name, it's because there was a promise made that was fulfilled and that you expect to continue to be fulfilled as you go on buying that brand. So thinking of your brand as a promise is a very simple and fundamental principle to building out the brand.

We have an action step here where you're going to identify your brand promise and write it down.

Let's assume you've done that action step. Now, we're going to go on to what we call the brand personality. The simplest way to think about this is to consider your brand as if it were a person. Why? Because in fact people bond to people more than to anything else, and it's that bonding quality that we want to give your brand. Remember that slogan I gave you, the brand is the bond that drives the buying decision. Well, if we can give your brand a personality that people will be drawn to and want to connect to, then that's the easiest way to create that bond.

So think about personality qualities like sexy, cool, tough, safe, fun, which we've got here in these examples. Now look at the different famous brands here and attach the right personality to the right brand. No prizes here. All the answers are rather obvious!. But what about your brand, which doesn't have the advantage of a massive budget and instant name recognition? Well we can apply the exact same principle.

If your brand were a person, who would that person be? What kind of person? What quality of person? Lively, fun, exciting, serious, conservative, dependable. There are many shades in between and many kinds of personality, and I encourage you to identify the personality of your brand as precisely as possible. Why? Because once you know what that personality is, you can watch out for consistency, consistency in the projection of the brand personality, and that consistency is going to be all important in give your brand focus -- the laser focus that cuts through the noise.

So your action step here is to define your brand personality. Well, let's assume you've done that action step, and we're going on to another part of the brand profile - or the flesh of the peach as I've called it in this module.

Great brands have great stories, and people relate to stories. They feel connected to stories in a way that they don't feel so easily connected to an abstract idea or concept or even a bold promise. If you have a story, your brand builds its quality of personality. If you think about the people you know well, they all have their stories, and as we get to know each other's stories, we get closer to the people that we're attracted to, the people that we're drawn to, the people that we bond with, so it is with brands, when a brand has a good a story we feel more of that personal connection.

So how do you create a brand story? Well, it's very simple. You start with some basic elements like who we are and why we started this, what got this whole thing going, and then

what are the challenges we overcame, , what are the obstacles, the hurdles that we mastered in order to achieve the success that we have today. And when we come to success today, it's not so much our success.

It's more how our clients are benefiting from what we've created and achieved. So that's a very simple little roadmap. Of course, you can play with it and change it according to your particular brand story. It may not fit these exact steps, but these will give you something to anchor your story on and get you going in writing your brand story, which is of course the next action step.

Let's assume you've done that action step.

Here's a fun element that I often bring to my clients and that actually helps them focus their brands very quickly and very clearly when I ask them, "Well, what's the opposite of your brand?" We all know that the opposite of Microsoft is Apple and so forth. But I don't just mean necessarily a particular competitor. It may be a kind of person. It may be a certain attitude or frame of mind as the opposite of your brand or a way of behaving in the market or a way of treating customers or a way that certain products behave. I have a client who is a very dynamic business consultant.

The opposite of his brand is the dreaded three-ring binder. He gives his customers a one-page plan. Another client markets very smart financial planning, and the opposite of his brand is the mutual funds industry, which he considers a pretty dumb form of investment. Have a look around and get creative here in thinking about the antithesis, the opposite of your brand.

And then we can do an action step here that identifies your brand antithesis

So once you've done that action step, we'll have completed this unit on building the flesh of the peach, building the qualities around your brand

that give it richness and value beyond the particular singular idea you've identified at the center.

And you can proceed to do the module review, identifying the key points in this little module and any questions that might arise for you. And when you've completed this module, we'll be ready to look at the implementation of the brand in the next module. And we'll actually reach that part that so many people think is all branding is about. We'll be talking about your logo, what I call the brand signatures, the things that make the brand visible in the marketplace.

A handwritten signature in blue ink that reads "Jon". The letters are cursive and fluid, with a long tail on the 'J' and a small loop on the 'n'.