

Crafting Your Brand and Elevator Speech

Supplemental “Crafting Your Brand” Worksheet can be found on BoomerWorks.org/marketing-your-business



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What is a Brand?

The intangible sum of a product's attributes.
- David Ogilvy

Products are made in the factory, but brands are created in the mind.
-Walter Landor

A brand is no longer what we tell the consumer it is. It is what consumers tell each other it is.
- Scott Cook

A Brand is More Than a Logo

- Your brand is the intellectual and emotional connection you have with your customers.
- It's what people say, think, and feel about your business.

Brands Communicate:

- What your values are
- What unique value you offer
- Why should customers trust you



QUIZ

In 2019, which company had the most trusted B2B brand?

- American Express
- Amazon
- FedEx
- Apple



FedEx[®] is the Most Trusted Brand!*



FedEx's Brand Idea = The Purple Promise
I will make every FedEx experience outstanding.

Employees are empowered to activate this promise in every customer interaction.

Brands evolve and change.

In 1994, Federal Express was rebranded to FedEx. CEO Fred Smith wanted the trucks to be recognizable five blocks away.

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Customer Focused

- Solves the customers' problem. Watch how FedEx used emotional branding.
- Builds an emotional connection. Social media provides educational and informative content.
- Supports NextGen entrepreneurs. On FedEx.com-Meet 2020 Small Business Grant Winners.

Employee Focused

- Culture is the differentiating factor.

* Most trusted brand research by *Sagefrog Consulting



Brands Speak More Than Words

It is what makes
a company
unique and
memorable.

COMPANY	BRAND
Nordstrom	Customer service
Trader Joe's	Neighborhood grocery stores
Harley-Davidson	Experience and community
Subaru	Safety and durability
Nurses-RNs	Most trusted profession



Similar
Companies,
Different
Brands

B2C <i>Business to Consumer</i>	B2B <i>Business to Business</i>
Target – Walmart	Fed Ex – UPS
Dunkin’ – Starbucks	SteelCase – Herman Miller
Nike – Adidas	Salesforce – Oracle

7 Steps to Craft Your Brand



1. What's your product/service?
 - Simplify the complicated - **robotic food delivery.**
 - Elaborate on the commonplace - **kitchen knives.**
2. Who's your target market?
 - The more specific, the better.
3. What is your client's/customer's pain point?
 - What problem do you solve?
4. What are the features of your product/service?
5. What benefits do your features deliver?
6. What's your value proposition?
 - Your customer wants to know: "What's in it for me?"
7. Why are you the right solution?
 - What makes your product/service desirable?



Your Unique Value Proposition

It's your promise!

- It's an innovation, service, or feature that makes your business attractive to customers.
- It's the core benefit or solution that differentiates you from the competition.
- It's your customer's expectation that you will deliver value in excess of the price paid.



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Sample Value Propositions That Work

Learn a language for free. Forever.

- **Duolingo**

Great Public Schools for Every Student

- **National Education Association**

Save Money Without Thinking About It

- **Digit personal finance app**



Build Your Brand Pillars



Describe the top 1 to 3 key features or benefits that set you apart from your competitors.

Why you started your company

- A need, an underserved niche, or a unique skill set.

Differentiated by one of the 4 Ps

- Product – Price – Promotion – Place

How others see your industry/profession

- A different way of doing business.



Provide Proof Points

Give evidence you're good, successful, and get the job done — starting with your first client!

Use both quantitative and qualitative:

Quantitative:

- Certifications, training
- Past successes and achievements (with statistics)
- Samples, videos, prototypes

Qualitative:

- Testimonials, awards



Building Your Elevator Speech



Product / Service	Accountant		
Description	Accountant specializing in small business tax services		
Target Market	<ul style="list-style-type: none"> ➤ Small business owners who need year-round tax support ➤ Local residents who needs help with their tax return 		
Value	Stress-free, low-cost tax expertise for your growing business		
Pillars	Experienced	Convenient	Affordable
Your Proof	<ul style="list-style-type: none"> ✓ CPA with “Big Ten” firm experience ✓ Active member, National Association of Tax Professionals 	<ul style="list-style-type: none"> ✓ Flexible with evening and weekend hours ✓ Meet at my office or yours (within 10 miles). 	<ul style="list-style-type: none"> ✓ Flat rate pricing ✓ No per form charges ✓ We’ll find all allowed deductions...guaranteed
Messaging	Big 10 accounting experience that’s affordable for small business.	Works with your schedule – days, nights, and weekends.	You pay less in taxes and preparation fees.

Elevator Speech Examples



Website Designer

I help small businesses engage with their audiences online by designing captivating websites. The websites I design take into account who their audience is, what they love, and what they need in order to trust the company itself.

Doula

I offer nonjudgmental support throughout pregnancy, birth, and the postpartum period. Labor doula services, prenatal consults, private childbirth education, postpartum doula services, lactation support, and more are all available and tailored to your preferences.

Delivering Your Elevator Speech

Be positive, persuasive, and authentic.

- Tell who you are, what you offer, and explain your value proposition.

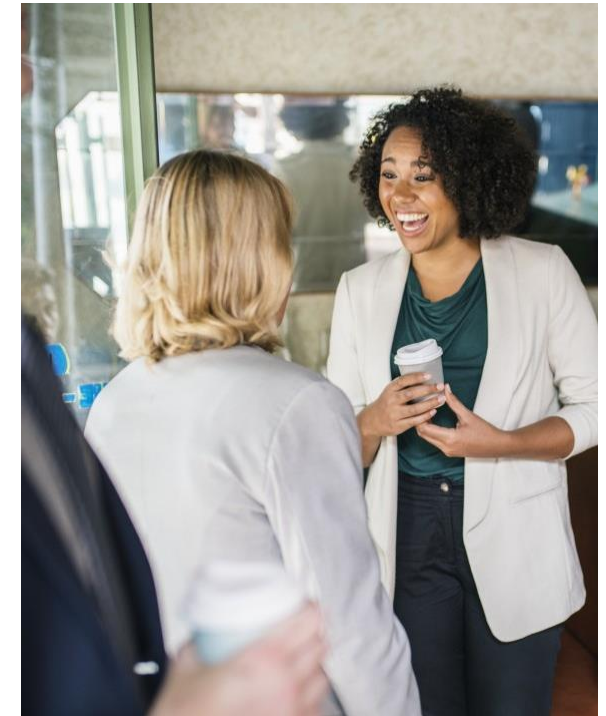
Keep it to 30 seconds – that's 75 words.

Write a draft.

- Practice with the mirror, friends, and family. Video yourself. Edit speech. Practice again. Repeat.

Finish with a call to action!

- Offer your business card. Follow-up. Start a connection, a conversation.





Congratulations!



- ✓ You've just taken a big step toward crafting your brand.
- ✓ Keep going! Start a journal, image board, or use post-its to collect ideas, words, and images to represent your company.
- ✓ Practice your speech with friends and family.
- ✓ Talk to your target customers. What's their pain point?
- ✓ Keep tabs on how your competition is doing.
- ✓ Brands aren't built in a day, so don't let perfect be the enemy of good-enough-for-now!



Keep going... you can do it!

Your Homework!

Visit Boomerworks.com to download the worksheet, *Crafting Your Brand and Elevator Speech*



- ✓ **Your Business Idea:** What's your product or service?
 - ✓ **Your Client's Problem:** What's your solution?
 - ✓ **Your Target Customer or Client:** Be specific
 - ✓ **Your Value Proposition:** Your promise
 - ✓ **Your Pillars:** Features and benefits of your business
 - ✓ **Your Proof Points:** Evidence of your benefits
 - ✓ **Copy Points:** Clear, concise messaging
- = YOUR ELEVATOR SPEECH!**

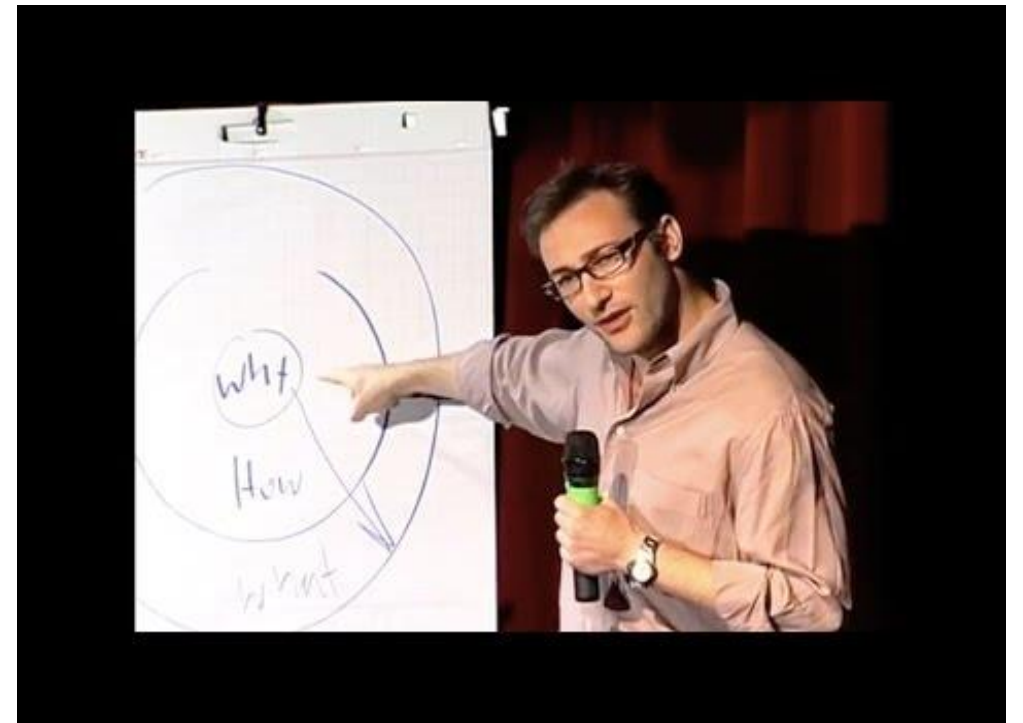


Your elevator speech introduces your business to future clients and *evolves as your business grows!*

Extra Credit: Simon Sinek Start with Why



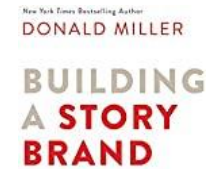
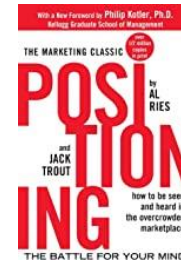
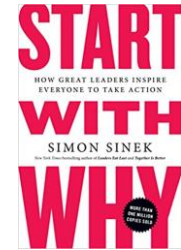
- Simon Sinek has a simple but powerful model for inspirational leadership — starting with a golden circle and the question: “Why?”
- Presented at TEDxPuget Sound in Sept. 2009.
- To view, click here bit.ly/2W6lGye



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Recommended Reading

- [*Start with Why: How Great Leaders Inspire Everyone to Take Action* by Simon Sinek](#)
- [*Positioning: The Battle for Your Mind* by Al Ries & Jack Trout](#)
- [*Building a StoryBrand: Clarify Your Message So Customers Will Listen* by Donald Miller](#)
- [*Value Proposition Design: How to Create Products and Services Customers Want* by Alexander Osterwalder](#)
- [*Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content* by Ann Handley](#)





What's Next?

Future BoomerWorks videos and Zoom recordings on these topics from the [Lean Business Plan Template](#):

- ✓ Spreading the Word / Digital Marketing
- ✓ Networking / Alliance Partners
- ✓ Operations / Expenses
- ✓ Running the Business
- ✓ Revenue Potential
- ✓ Key Action Items
- ✓ Accountability
- ✓ Future Revenue





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Thank You!