

# BRAND AUTHORITY



## Resource Cheat Sheet

David Hassell  
DLH Marketing.co.uk

This sheet contains everything you could possibly need when building your brand and promoting yourself, all in one place...

## Writing a Mission Statement

In the book, we talk about the importance of creating a mission statement which will then 'unify' every element of your brand. To do this, you have to think about your value proposition and your USP and then answer the question:

*What do you do?*

On average, these statements are about 25 words long.

Here is a list of Fortune 500 company mission statements:

[https://www.missionstatements.com/fortune\\_500\\_mission\\_statements.html](https://www.missionstatements.com/fortune_500_mission_statements.html)

Slogans can also help.

This is really all about making yourself bigger than just your product. You need to represent values, goals and ideals. It's only by doing this that you can become a 'movement' and that you can thus get fans and loyal followers.

# Coming Up With Your Name

Coming up with a company name is what's next. This might mean also coming up with a name for your website, or the two might be the same. They might all be *your* name.

Make sure you meet the following criteria when choosing:

- The name is memorable and unique
- The name is not currently in use
- The name isn't too generic (for SEO purposes)
- The name isn't too abstract (for marketing purposes)

When researching ideas you will likely also want to think about your domain name and website.

You can find out whether a domain is available by going to: <http://who.is/>

You can also search through your hosting provider. We recommend <http://bluehost.com/>

# Designing A Logo

When you create your logo you will need to create a 'vector image'. The best way to do that is in Adobe Illustrator:

<http://www.adobe.com/products/illustrator.html>

Don't want to pay? There are also some good examples of free vector software. One is <https://inkscape.org/en/>

You might also benefit from finding some typefaces. Try <http://www.fontsquirrel.com/> for a large selection.

Pinterest (<http://pinterest.com>) is a great place to look for inspiration and this way you can create a moodboard.

Make sure your logo meets these criteria:

- It's simple
- It's versatile
- It's recognizable
- It's unique
- It will work on lots of different backgrounds and in lots of different colors

If you're struggling to do this yourself then you can outsource to:

<http://upwork.com>

<http://elance.com>

<http://fiverr.com>

If you're looking for something a little more professional (but also more expensive) then try <http://www.99designs.com>

## Trademark

A trademark protects your brand so that no one else can use it without your permission. This is important if you're going to be investing time and money into promoting your brand.

You can trademark your brand at the <http://www.uspto.gov/>. This is also where you can make certain that no one else is already using your brand.

Once you've invested in your brand, you can then put a trademark symbol next to your company name™.

## Questions to Ask

There are some more questions to ask and considerations to make when creating this brand and logo. For instance:

Will you create a personal brand and be inseparable from your company/website name like Tim Ferriss? This will create more opportunities and help you to build trust but can be scary as well.

Will you have more than one brand? I.e. one for your website and one for your company? This is more complicated but is sometimes unavoidable.

# Content Marketing

Content marketing is how you are going to build trust and recognition to become an authority in your niche.

To do this effectively:

- Post regularly
- Go in-depth
- Be honest
- Think of each post as a 'product' and ensure you are providing value above and beyond the competition
- Share your content on social media and social bookmarking sites: Reddit and Google+ are particularly useful

# Building Brand Loyalty

Building brand loyalty is all about delivering a consistent value and a predictable experience for your user. If you are 'just' a blog then this means writing great content on the same topic consistently. If you are a business that sells products, then this means ensuring that every one of your products is amazing and has similarities from case to case. Make sure that people look for your brand like a **seal of quality**.

At the same time you should try to **under promise and over deliver**.

Free promotional gifts provide you with one way to do this. Here is one example of a site that can help you create these: [4imprint](#).

You might also consider creating a loyalty scheme.

You should *definitely* use a mailing list, which will require an autoresponder.

The three biggest options for autoresponder services are:

- <http://aweber.com>
- <http://getresponse.com>
- <http://mailchimp.com>

# Marketing

When marketing your business you have multiple options:

- Ad swaps
- Press releases (examples: <https://www.journalism.co.uk/press-releases/s66/>)
- PPC campaigns

PPC campaigns are 'pay per click' campaigns where you only pay when someone clicks on an ad. One way to use these is to direct people to a landing page where you can convert every person who clicks into a paying customer to maximize your ROI.

Another option is to use PPC and to purposeful avoid people clicking. Show your logo though and you'll be getting free exposure that way.

The three best options for pay per click advertising are:

Facebook Ads

Google AdWords

Google AdSense

# Brand Management

If things start going awry then you might need to manage your brand in order to get things back on track. This means fixing your reputation by actively promoting yourself and responding to criticisms.

Reputation Management is one method for doing this. This basically means using SEO to promote positive reviews and to try and 'bury' negative reviews at the same time.

Another method is to make sure you encourage your users to leave good reviews and to at the same time comment on the reviews you do receive.

## **Keep Plugging Away!**

Remember, success is going to be all about delivering consistent quality. This means you shouldn't expect to become a household name or a thought leader overnight. It takes time – so keep your integrity and keep doing what you do best.