

CHRIS WALKER

Unveiling the heart, soul, & strategy of your brand



Chris Walker

“Nobody can be you
better than you can
be you. It is your
distinct competitive
advantage.” - Carla Harris

What Is Your Brand?

It's more than a logo. More than colors.
More than a symbol. More than a tagline.

Your brand is your essence.

The way you make people feel.
What they see when they look at you.
What you stand for. How you change the world.
When it's cohesive & consistent, people begin to trust you.
When it's authentic, the right people begin to trust you.

Your brand is your story.

It's your who, your what, your where, your when, your how.
And arguably the most important of all: your why.
Great stories can't be rushed...
They are thought through very carefully.
Every chapter. Every page.
Every word.

It's time to start telling yours.

Part 1 – At your core

To effectively tell your story, we need to peel back the layers of what you do to find out what you really do. People don't buy what you do - people buy solutions to problems they have. What problems are you solving, and what exactly are your solutions? *For example, a nutritionist selling a healthy and simple recipe cookbook isn't really selling a cookbook. She's selling health. She's selling convenience. She helps people by providing easy to prepare, healthy meals. She is solving the problem of not having enough time to eat healthy. She is solving the problem of obesity, and other eating related health issues.*

Your turn!





What are you on a mission to do?

What is your core offering (*what do you sell*)?

How do you help people?

What specific solutions do you have to help solve their specific problems?

What are you positively excellent at?
Seriously, toot your own horn here.

Where do you shine?

Are there things you
find yourself
repeatedly explaining
or demonstrating to
your customers?

Do they want less
of something?

More of anything?

Why do your customers
refer you to other
people?

Part 1
At your core

Who needs help the most?
Who currently has the problem that
you can solve?

List all the possible types of people
groups/situations you can think of.
Get creative!

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Part 1 At your core

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Part 2 – Voice & Personality

Your brand is not just a logo, a website, and business cards – your brand is an experience. Every interaction people have with you (*or anyone at your company*) is an extension of your brand. Don't get me wrong, the website matters (*a lot!*) – but we have to go deeper to determine your brand personality; your voice. This will lay the foundation for the way we'll tell your story. As the marketing genius Seth Godin puts it, “Marketing is no longer about the stuff that you make but the stories that you tell.” Think about this exercise as though you are creating a character for a novel. That character is your brand. That said, make sure you answer the questions on behalf of your brand, not yourself as an individual (*if there's a difference*).

Once upon a time...

What are your values? What do you believe in? Stand for?

Are you wealthy? Middle class?

What are your pet peeves?

Are you masculine? Feminine? Gender neutral?

How do you speak to people:

Formal? Casual? In proper English? With slang? Loud? Softspoken?

What do you wear to a party? *(the kind of party that you like to attend)*

What words do your best friends use to describe you?

How is your home decorated?

What are your favorite colors?

What kind of car do you drive?

What do you do in your spare time?

Part 3 – Brand Archetype

By definition, an archetype is a type of character that is seen over and over again, in different variations, in many different works. For an easy display of said characters, think about any Disney movie. They're pretty much all in there. But brands are also archetypes within shared stories. Sometimes, a brand aligns with only one archetype, but often, a brand is a combination of two. Nike? The Hero. Harley Davidson? The Outlaw. Wrinkle defying night cream? The Magician.

Archetype #1:

Why:

Archetype #2:

Why:

What's your archetype?



Caregiver
service



Ruler
control



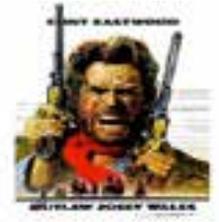
Creator
innovation



Hero
we can do it



Magician
transformation



Outlaw
liberation



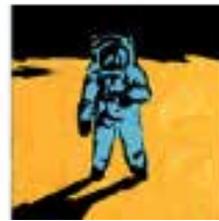
Everyman-
regular guy/ gal



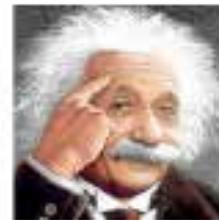
Jester
fun & games enjoy



Lover
intimacy



Explorer
freedom



Sage
understanding



Innocent
safety

Part 4 – Your Tribe

Let's go back to middle school (*sorry, I really am, but we simply must do this*)! You have your friends on the playground, and then there are a few people who want to beat you up at the bike rack after school. Your brand has friends, just as your brand has enemies. Aiming to please everyone will ultimately attract no one. As I read in my teeny-bopper magazine at the ripe age of 11, “you don't like everybody, so why should everybody like you?”

Hmmmm. Good Point.

friends

Your friends are the type of people you ideally want to work with. They value what you value, and believe in what you believe in. They resonate with your style. They have a deep appreciation for the work you do, and they will pay you for it. You connect with them immediately. Be specific in when describing them (*age, gender, interests, vocation, etc.*). In today's world, we call this group of people your “tribe.”

enemies

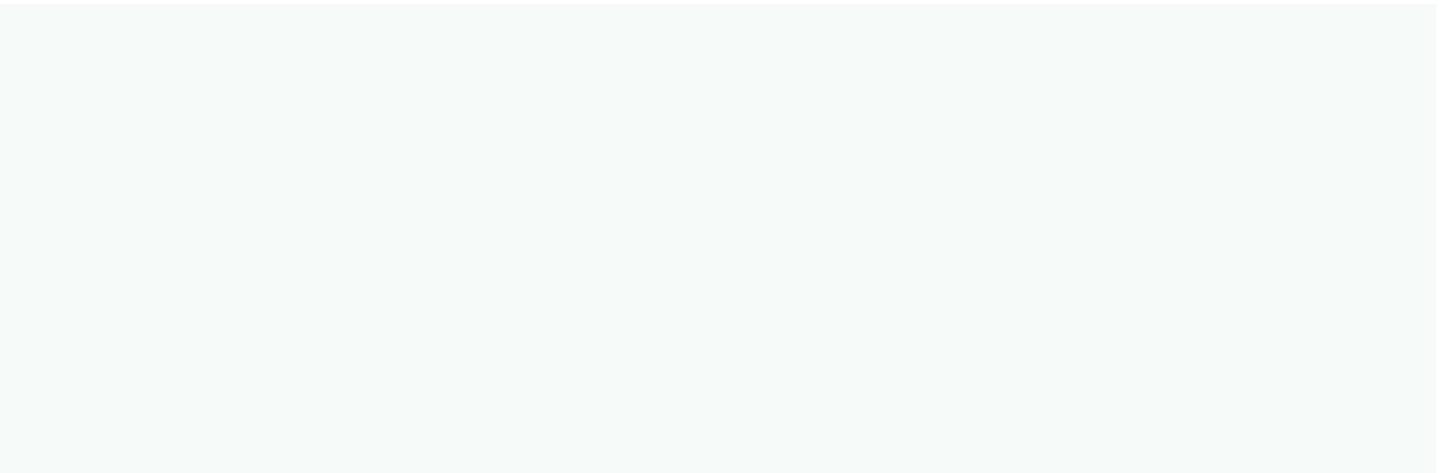
Your enemies often don't agree with you. Sometimes they do agree with you, but still don't appreciate what you bring to the table. They don't value you, and will ultimately get in your way. These individuals may need your services, but you know deep down that you don't want to work with them. Your enemies don't even have to be people, they can be other brands, or even social issues. For example, let's take the Peace Corps. Some of their enemies include violence and poverty. Sometimes the very problem you are trying to solve can be the most significant enemy you have.

Who's With You?

Your Tribe:

A large, empty light blue rectangular box intended for writing the names of people in one's tribe.

Never Gonna Be Your Tribe:

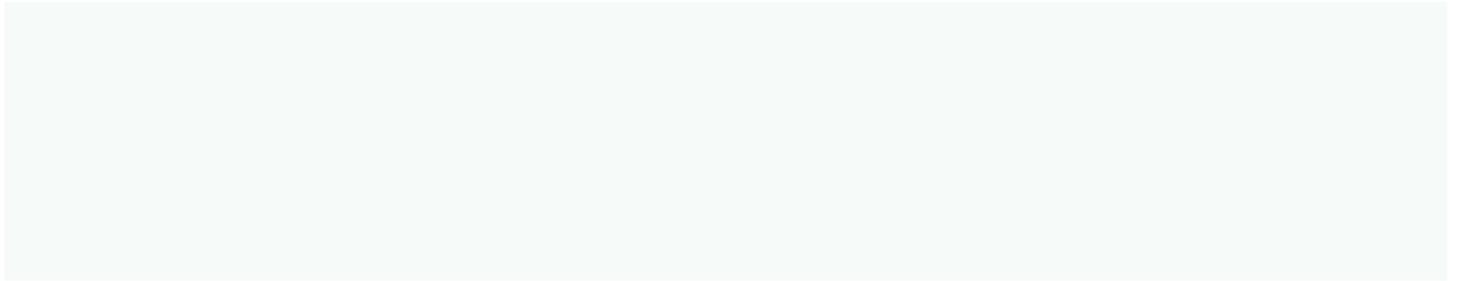
A large, empty light blue rectangular box intended for writing the names of people who are not in one's tribe.

Part 5 – Sizing up the Competition

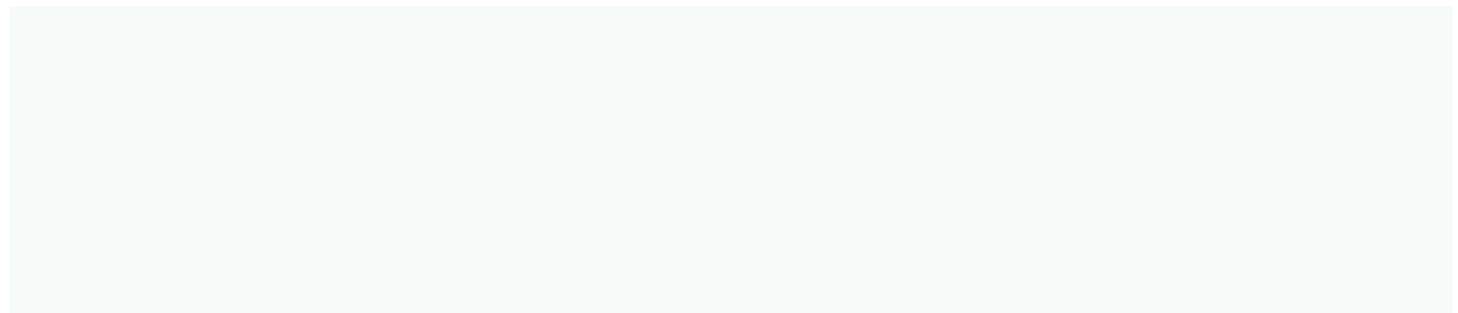
A competitor is anybody who could potentially take business away from you, whether you think they are your competitor or not. For example, a direct competitor of McDonalds is Jack in the Box. They are both fast food burger joints (*makes sense*). But an indirect competitor of McDonalds, and perhaps less obvious, is the grocery store. When deciding what to do for dinner, people have choices: fast food drive-thru, pizza delivered to their door, cook a meal at home, or go to a sit down restaurant. McDonalds has a competitor in any business that sells a dinner option.

To properly position your brand in a crowded, noisy marketplace, we need an understanding of who you are competing against, and what makes you uniquely different.

Who are you competing against?



What makes you uniquely different?



Part 6 – Go get 'em, tiger

It's time to brainstorm about ways you could connect with those who have the problems that you're able to solve. In part one, you identified the problems you're able to solve. In part four, you identified who you want to solve them for. Now it's time to strategize about how exactly to go about that. Call them your tribe, your ideal client, or your prospects. But whatever you call them...

Go find them!

Where do they spend their time (physically and online)?

What conversations are taking place that you need to be a part of?

What conversations are not taking place that need to be initiated?

How will you contribute to all of this in a way that will build trust & instill confidence?

What value will you provide before asking for something in return?

Oh, and by the way...

It's important to think about ways you actually want to connect with them. Maybe you love giving presentations in front of large groups (but maybe you'd rather die). Perhaps you have a knack for creating active online communities (or then again, maybe you much rather connect in person). It's not just about where your potential customers may be, but also about where YOU want to be.

Where do you want to be?

In-person networking events/ideas



Online communities



Part 7 – The Connectors

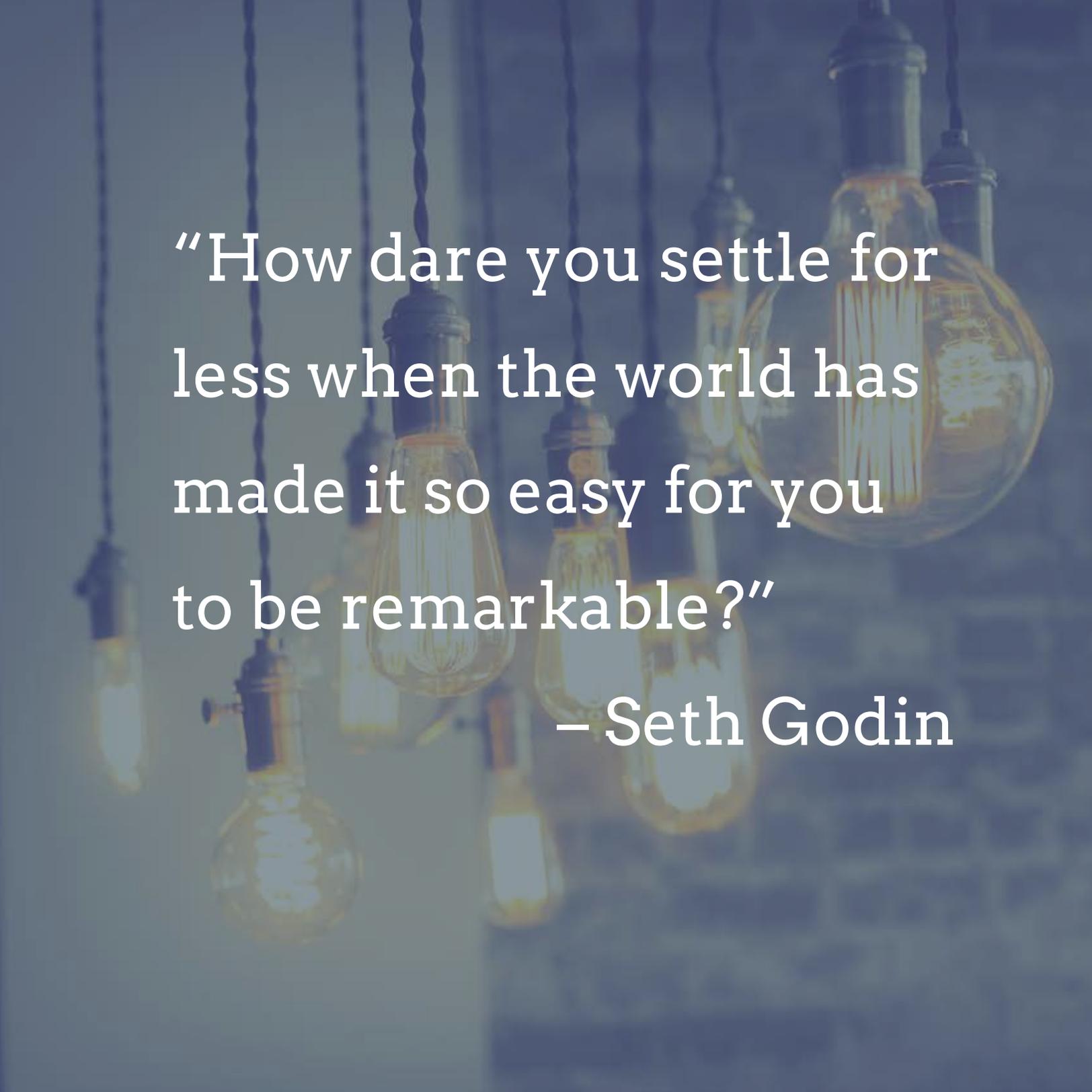
As the late John Lennon said, we get by with a little help from our friends. I would add: we get by with a little help from our raving fans, like-minded professionals, and co-creators.

Which past clients would happily refer you to others?

Who can you collaborate and co-create with to achieve your mission in a mutually beneficial way?

In your professional network:
Who thinks you're fabulous at what you do?

In your personal network:
Who thinks you're fabulous at what you do?



“How dare you settle for less when the world has made it so easy for you to be remarkable?”

– Seth Godin



Innerwealth
INSPIRED CHANGE

CORPORATE
TRAINING &
TEAM BUILDING

PERSONAL
COACHING &
MENTORING

A BOOK, BLOG,
PODCASTS &
ADVENTURES



Chris Walker

Author and agent of change, Chris Walker offers insights to improve the quality of your life, grow your business and develop better home life.



Innerwealth The Book!

Innerwealth argues that global, corporate and community change begins with individual change.

Nature's Laws - Bringing the Balance of Nature to Work

Nature's laws bring nature to high rise offices, TV addicted children and relationships that struggle for balance. Nature's laws can bring a new understanding of an old theme, that really, our humanity is grounded in the balance of nature.

