

Branding With Heart and Integrity


10 Point Checklist

Brian Richards

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



"It's a mistake when a lot of companies try to tell their story about their service or product; they don't set up the tensions well enough in the debate about why they should be chosen as a product or service."

BRIAN RICHARDS

10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?
Here are 10 steps that can move you closer to your goals – today.**

- Look for a thread that can lead to a tangible story about your product or outcome. This can give you ideas for how to take the direction of your branding.
- Before you come up with a tagline or logo, clearly define your brand’s vision, values, and purpose.
- Shift toward being more like a physician than a GP, by looking at all the extremities of a person’s health. In other words, look at the big picture instead of being purely risk-averse.
- Avoid too much hype. Instead, set up a set of compelling tensions, just as you’d find in any great novel.
- Don’t use superlatives. Pick an adjective that truly captures your particular expression, and use that instead.
- Focus on creating an honest brand with integrity. Being honest about your brand’s shortcomings can make it more compelling.
- Treat your customers (and potential customers) with respect by offering transparency within your brand.
- When you’re looking for a tagline or short story about your brand, write a long version of the brand story. From here, you can extract shorter concepts or images.
- To make your brand truly infectious, offer unsolicited extras. This can be what it takes to make your brand competitive and memorable.
- Work on creating “sticky” content. In other words, create content so good that it sticks in consumers’ minds and keeps them engaged.