

Brand Messaging

Communicate your brand message to your audience

At this point of the branding process, you've identified all the elements which will give your brand structure (or what we like to call, the Foundations of your brand).

- **Your Why**
- **Your Vision & Mission**
- **Your Core Values**
- **Your Differentiator**
- **Your Ideal Customer** - their personality, problems, needs, emotions, how you can help them and their desired outcome
- **Your Brand's Personality**

You now know exactly how your brand can add value to your customers and how you want them to perceive you. Now you need to take these key points and communicate them to your audience. You want them to understand WHO you are, WHAT you do and HOW you can help them. This is called Brand Messaging.

The great thing is, your brand messages won't change, they are your core foundations and should remain consistent but...

Your Brand Message can be told in a million different ways

- **The text on your website**
- **Your email content**
- **Your social media posts**
- **Your tagline**
- **Your email signature**
- **Your business cards**
- **Networking**
- **In the media**

Whenever your customer come into contact with your brand, you have the chance to communicate a little piece of your brand's message so that over time, your customer builds up the whole picture about who you are and how you can help them.

It's important to use the language and words that your customers use so they can relate to you. Let's dig a little deeper...

TASK: Find out which words your ideal customer uses. Take time to research the language they use. Visit your competitors social media and check out the reviews and comments. Join Facebook groups which are relevant to your niche and join in the conversation. If you already have followers, ask them a few questions about what they really want or need in relation to your products or services. Search Amazon for books or products which are in your area and read the reviews. Find out who your audience are following on Instagram; are there any influencers in your niche? Write down any key words and phrases and include them into your messaging.



When writing your brand messages, use lots of "YOU" rather than "WE" so you're making it all about them and not you. You are the guide, your customer is the hero.