

A FINANCIAL ADVISOR'S STEPS TO BRAND DEFINITION SUCCESS



Your brand is your only real chance to communicate your value to your market. It doesn't matter how valuable you are, if your branding doesn't portray it, it doesn't exist in the eyes of your prospect.

DETERMINE UNIQUE VALUE

What makes you different than the advisor down the street? Why should people come to you, and not them? The first step in defining your brand is determining what about you is unique, and basing your brand around that.



CREATE A BRAND MESSAGE

Compress that unique value into one single line, 6-8 words, that flow. It should be easy to repeat and easy to recognize. Just like "Happiest Place On Earth" signifies Disney World, your brand message should signify your company in your local market.

DESIGN COLLATERAL

Every piece of marketing material should have your brand message, and should communicate your unique value. Letterhead, office coffee mugs, news paper ads, social profiles, your office building sign... everything should feature your brand.



COMMUNICATE IT

Your value is only as good as your ability to communicate it. Make sure your message is consistent, and reaching prospects on various platforms and channels. One channel does not a marketing strategy make, you must reach prospects everywhere.

BACK IT UP

It doesn't matter how strong a brand message is, if it isn't reinforced when people actually meet with you, they won't buy it. Make sure that whatever value your brand has promised, you are able to back it up and deliver on it.

