4 TIPS TO CLARIFY AND RAMP UP YOUR BRANDING

We have been taking a lot of time lately to think about our branding and how we're showing up in the marketplace. We've been partners for over a year now and have really gotten clear on our messaging, our market, OUR story, and all of that important branding jazz. So, in honor of the work that we've done together, we wanted to share some great tips for clarifying and ramping up your brand:

START A PINTEREST BOARD

to collect pictures of colors, outfits, and styles that you like. This was great for me when we were picking brand colors and scheduling our first photo shoot together! . Try it out!

KEEP A FILE ON YOUR COMPUTER

or a notebook to write down words or phrases that you use a lot that can become a part of your brand language. When I did this, it became clear to me that my sailor's mouth is showing up in my business (and I'm totally okay with that)!

MAKE A LIST

of all of the people, companies, and competitors in your industry who you feel have kick-ass branding – what is it that you like exactly, and how can you implement that into your business in a way that is authentic to you? For example, I'm kind of in love with http://themiddlefingerproject.com because it's so bold and edgy, but I want to balance it with the simplicity and professionalism of http://maraglazer.com.

WRITE YOUR RAW, REAL, AND UNPLUGGED BIOGRAPHY

This one is a lot of fun. Sometimes the best way to understand our brand is to understand ourselves. So tell your story! I'm working on this one right now, and it's really becoming clear to me how my story can help people.

ARE YOU HAPPY WITH YOUR BRAND? IF NOT, IT MIGHT BE TIME FOR A CHANGE!

NOW, GO OUT THERE AND GET SH*T DONE!

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