

Email #1

Subject Line: Ready to Transform Your Brand?

Hey friend,

First of all, thank you so much for signing up and grabbing a copy of your ***Better Your Brand Guide***.

You're all set to receive some juicy branding tips from me!

Over the next 6 weeks, I'm excited to share with you the ins and outs of branding correctly and how it can **CHANGE. YOUR. BUSINESS.**

Some of the things I'll be covering right here in your inbox *FOR FREE* are

- Content & branding tips
- How to get crystal clear about your ideal clients
- Quarterly updates on recent projects
- Fun ways to uncover your unique brand voice
- Becoming part of the Better Your Brand Facebook Community
- and more!

Now, before we dive in, you may want to know a bit about me:

Who am I to be teaching you this?

I'm passionate about branding, which is why I've been doing this for over 15 years. My true belief is that each brand has a unique narrative... it just needs to be uncovered. I love hearing my client's personal stories and visually working elements into their brand to make it come alive. That's part of my secret sauce when I help small businesses get their feet off the ground with great design and messaging.

To help you find your unique message and voice here's your ***Better Your Brand Guide***.

Inside you'll find the same process I go through with all my clients. This guide is specifically designed to help you think through elements like:

- Your business mission statement
- The journey you took to get to where you are now
- Weaving those elements into your branding
- Getting crystal clear about who you serve and want to attract

In the next few emails, I'll cover each one of these to help you begin to transform your brand.

So excited to support you on your journey.

Kindly,

Monique Johnson

Be kind • Be curious • Be inspired

Email #2

Subject Line: We All Need Support These Days

Hi friend,

I know talking about yourself is hard. It's a struggle to tell your own story -- and it's also one of the most important parts of ***defining your brand***.

To support you on your journey, we have a group of like-minded small business owners to bounce ideas off of and share tips and advice with... on Facebook.

I know, I know -- another *Facebook group*. ***Ugh***.

I feel you -- but I have to say I really love this crowd of creatives in our tribe. We're all small business owners looking for advice, sharing resources, and best practices, and making each other laugh!

It's an intimate, closed group where you can ask for help.

And if you're working through some of the questions in your **Better Your Brand Guide**, it's the perfect place to post answers about what I'm teaching you in the next few emails.

I'll give you one more nudge to join us in the group and...

Introduce yourself by sharing one random act of kindness someone has done for you or that you've done for someone else recently.

With all the chaos we're living in it's so important to remember those small acts of kindness. We're all in this together.

So look forward to seeing you in the group and hearing about yours!

Kindly,

Monique Johnson

Be kind • Be curious • Be inspired

P.S. In the next email, we'll get into "who you are" so you can write a mission statement.

Email #3

Subject Line: Who Are You?

Have you ever thought about who you are and what you stand for?

Reflecting on your values to **define the things that are most important to you**, is an essential part of your personal growth.

But this question isn't really about you--it's about your brand, whether it's a personal brand or a brick-and-mortar business.

I've always been inspired by this Simon Sinek quote,

"The opportunity is not to discover the perfect company for ourselves. The opportunity is to build the perfect company for each other."

— **Simon Sinek, Find Your Why: A Practical Guide for Discovering Purpose for You and Your Team**

Brands are like people. They have personalities, traits, and preferences. This is what distinguishes a brand from a business. Businesses exchange goods or services for money. Brands attract loyal customers and faithful fans. Partly because of the quality they provide, and also their relatability. A well-branded business is both sustainable and adaptable.

Before we get to the fun stuff, like personality and communicating style through colors, you need to get crystal clear on 3 things:

- **What do you do**
- **Whom do you serve**
- **And why**

Taking time to answer these questions will form the backbone of your brand. It sounds simple but it requires some thought.

Let's say you're a branding photographer. You know *what* you do: you take professional branding photos for entrepreneurs. But *why*? Is it to empower people to share their unique gifts with the world?

Your why is what sets you apart from every other branding photographer who works with entrepreneurs.

Today we're going to dig into the first question I ask all my clients... what's your mission statement?

So to help you **craft your brand's mission statement**, here's a quick exercise. Get out your notebook or journal and write about these 3 prompts for 5 minutes each:

- What do you do
- Why do you do it
- Write your mission statement from that

This is a succinct description of **what you do and why**--2-3 sentences max. Then, write it again somewhere you'll see it daily. As a bonus, take a picture or screenshot and share it with the community in our **Better Your Brand Facebook group**.

I'll be in there looking for it to leave you a comment!

Kindly,

Monique Johnson

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P.S. We'll get more into "who you serve" in the next email!

Email #4

Subject Line: Who Do You Serve?

“Walking a mile in someone else's shoes isn't as much about the walk or the shoes; it's to be able to think as they think, feel what they feel, and understand why they are who and where they are. Every step is about empathy.”

- Toni Sorenson

In marketing, there are lots of different names for your ideal client. Customer avatar, marketing persona, buyer persona, and customer profile are a few common ones. Simply put, it's a representation of the type of person you want to purchase your products or services.

But the purpose of getting clear about who that person is has to do with **empathy**. It's about understanding what motivates them, what their pain is, and how you can help them.

Often my clients struggle to get clear about who they want to attract. It's a key part of creating a brand that draws the customers you want to serve to your business.

Here's an exercise that's a great tool for you to understand the habits, lifestyle, and preferences of your customers, so you can get curious about where they're already shopping, living, and working.

Grab your pen & paper, it's time to design!

Set a time for 5 minutes for each question and write as much as you can without stopping.

- What does your ideal client look like? Flip through some magazines and rip out a few images without overthinking it. Describe down to the littlest detail; from clothing to expression to accessories. Imagine his/her face. Think of jewelry/no

jewelry--is he/she married? Is there a briefcase? Backpack? Baby stroller? All three? It's all-important.

- Now, walk him/her through a typical “weekday”. This is a great place to find clues. Think of work, errands, kids, appointments, gym, lunch, friends, significant others, “me time,” --let your imagination go. There are no wrong answers here.
- Spend five minutes brainstorming about their “day off”--how is the day structured differently? Is there a more relaxing time or is it more active? What do they do for fun? Who do they spend time with?
- What magazines, blogs, books, and TV shows do they watch? Do they binge on Netflix or are they constantly watching CNN or Fox News?

Now that you know where your customer shops & how he/she spends their time, you can do a little legwork to find them.

Let's talk about how can you weave your products or services into your customer's life...

Start with these 3 steps:

- Find 4 stores/places/websites your ideal customer frequents (either during the week or on a day off) and -start generating a presence and rapport with the owner and others. (This is not about a hard sell or being pushy. Bad form.) This can be as simple as commenting on a blog and linking to your website. Or find a Facebook group where they're hanging out so you can engage and get to know what they're struggling with.

- Think about collaborative opportunities--are there other business owners with a similar target? How could you combine your efforts? Find a Facebook group - like our **Better Your Brand Community** - and see who you can connect with.
- Align yourself with an organization (think charity, non-profit, professional/networking, social, etc.) that attracts your ideal customer. Not only are you able to market your product or service, but you can also build a more personal (and more brand-loyal) relationship with your potential customers. Some of my favorite projects have come from a non-profit called **Dress for Success** which provides a network of support, professional attire, and the development tools to help women thrive in work and in life.

If this exercise takes a little while - don't worry about it. We've all been there. It takes time and thought.

But trust me, it's worth the effort.

And if you get stuck or you want more ideas you can check in on the **Facebook group** and ask there. That's the perfect place for this kind of support. I'd love to hear how far you get with this one!

Remember it's about progress -- not perfection.

Kindly,

Monique Johnson

Be kind • Be curious • Be inspired

P.S. In the next email, we'll talk about how to pick out parts of your backstory that make your branding unique.

Email #5

Subject Line: Tell Me Your Story

“Every great design begins with an even better story.”

- Lorinda Mamo - Designer

Do you know what makes a great story?

Emotional resonance.

That's when you hear a story and you *feel* something.

One of my favorite parts of working with clients is hearing their personal stories. Then finding creative ways to incorporate those elements into their branding.

I weave small personal details that align with their mission, message, and business into different branding elements.

A great example of this is my client [Anne LaFollette](#). Her business [Anne La Follette Art](#) is built around online courses that teach people surface pattern design. When you dig deeper, what she's really doing is inspiring people, mostly retired seniors, to learn a creative hobby and even turn it into a bit of a side business. Her tagline, “It's never too late to create,” speaks directly to them.

Anne is such a creative soul with a fascinating life story, that it was fun to find the symbols and colors to play with for her branding.

My process is quite intuitive because I love to listen and imagine my client's lives. Often I'll select visual representations of how they make me feel and only understand the significance later on.

Choosing the colors for **Anne LaFollette** Art is a great example.

Ann told me, "You came up with my four brand colors and gave them names. You didn't know this until we reviewed them, but every single name you picked had resonance with my background. You didn't know that level of detail, but in our conversations, your genius came out."

We both laughed as she explained two of them,

"So the blue you picked is a cornflower blue, and I was born in Corning, New York. And Corning used to have a cornflower series of ceramic dishes that everybody used so there are three little blue cornflowers that are iconic. And that's the name you gave the blue we're using."

So choosing the right tone of colors helped make her branding both unique and personal to her.

"The other color was crimson, which is red, I went to Harvard whose color is called crimson red. It's not any other kind of red," she told me.

So for today's exercise, take 10 minutes to brainstorm your personal story. Grab your notebook and a pen - find a cozy place to sit and daydream about your life.

Here are a few prompts to get you started:

- The most exciting risk I ever took was...
- I never expected to end up ...
- That trip I took to...

These elements can be visually worked into all parts of your branding to give it ***emotional resonance*** with your ***ideal clients***.

Now remember to share one great story in the **Better Your Brand Facebook group!**

Sharing our stories is how we connect as people.

Kindly,

Monique Johnson

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