

6 TIPS WHEN BRANDING YOUR COMPANY (OR SIDE HUSTLE)



People don't buy what you do; they buy why you do it. And what you do simply proves what you believe.

Simon Sinek, author, "Start With Why" and "Find Your Why" (Totally recommend reading)

I hope by now you know your 'brand' is not your logo. A logo is your company mark. Your brand is the personality of your company. It's what people say about your company when you're not listening.

It's the feeling they get when they see your products, use your services, or interact with your company. People will love your company or hate it for a variety of reasons. But your brand starts in one place. It starts with *why*.

KNOW YOUR 'WHY'

So, why did you start your company or side hustle? Why do you do what you do? Your why should be the heart of your business. Starting with your why is just part of the process because if you are not backing up your why with action, then ain't nobody going to buy what you're selling, my friend. Start with 'why' and back it up with everything else you do.

Think about brands you love—the ones that give you that good feeling whenever you do business with them. Why is that? It's not by plain dumb luck. *It's strategic on their part.*

BE AUTHENTIC

In a world where anyone can sell anything at any time, one thing you can do to set yourself apart from the herd is to be authentic. Don't try to be the competitor. Copying someone else's marketing style, plan, or products will make you one of the same 'ol things. Ask yourself, "What makes your company/side hustle unique?" What unique product or service do you offer that solves a problem? Take your uniqueness and focus on that niche customer. Don't try to be everything to everyone.

DON'T BE AFRAID TO TAKE RISKS

Don't create a logo and stop there. Your logo will most likely evolve as you grow your company, or you might outgrow it by offering new products or services. Just because it's the logo you had since your company's beginning in 1985, doesn't mean it should stay stuck in the 80s. Don't be afraid of rebranding when your logo no longer fits what you do, why you do it, or your products/services. Stay current.

USE SOCIAL MEDIA FOR GOOD

Don't try to post on all the social media channels out there. Where do your ideal customers hang out? Do they engage with how-to videos? Do they prefer the interaction on Instagram or maybe they are more of a TikTok kind of customer? Wherever it is, go there. Meet them where they are. Don't waste time on social media that isn't engaging your customers.

CONSISTENCY IS KEY

Being consistent isn't just posting content on social media at the same time every day, or producing endless reels because "everyone is doing it". Consistency is how you show up every day. How do you handle bad reviews or disgruntled customers? How do you reward your good ones? How easily do you share your knowledge and what does your customer service look like? All are part of your brand consistency.

ASK FOR HELP

Get professional advice and help when you need it. Stop asking your mother (unless your mom is in the marketing field) what she thinks about your logo, or what kind of content should you post on social media, or even how you should market your products or services. You don't need to be an expert on marketing but educate yourself on what does and doesn't work in building a relationship with *your* customers. Good marketing will help build your brand.

