

15 Tips to Stomp Status Quo & Zoom Your Brand

Zoom your business and life by differentiating!

1. Plan your Work and Work Your Plan!

My daddy use to always tell me “One must plan their work and work their plan. A man without a plan is a man destined to fail!” These are words I have lived by my entire career and life.

Do not fall into the belief that social media is free. It’s far from free and will steal your greatest asset which is time if you let it! The only way you will see a positive ROI from social media and online marketing is to develop an integrated plan. A plan that focuses on action, measurable results and goals that are achievable.

Get your data, content, priorities, objectives, business and self organized. You’ll never rise above status quo if you skip this step!

Action: Develop a plan. Include goals, objectives, priorities, audiences, etc. If you need help check out our upcoming training webinars and coaching packages. We’ll get your plan and business zoomin’ in no time! You can also check out our blog for helpful tips and tricks.

2. Know Your Self

Who are you? What are your strengths? What are your differentiators? What do you do that others simply can’t do? What are your weaknesses? What should you be doing? What do you need to learn to do better? What can you offer your partners that help them succeed? Does your content sound like everyone else? Is anything you are saying and doing different from the status quo? Be honest with yourself. If it is not unique you are never going to rise above status quo. Dare to be different. Different is good folks!

Action: Make a list of the services you offer. Rate each on a scale of 1-5 of how unique they are. If they are not unique figure out how you can get them there!

3. Know Your Audience

It is important that you prioritize and analyze your target audiences? Who do you want to connect with and why? What are their demographics? What information do they need? How will you serve up this information to them? How can you inspire them above what your competitors are doing?

The more you know about your audience, the better you can design your entire marketing plan to provide value and rise above the status quo all of your competitors are serving up! Knowing your audience is the key to differentiation. Your number one goal should be to inspire and connect with your audience. It is a first step in achieving your goals (after proper planning of course).

Action: Make a list of your different audiences. Segment by demographics, needs etc. Create a column for each audience and add what services you think the specific market segment is interested in. Then create another column and document what problem the particular service solves. What pain point does it take away or minimize? Now rate each service on a scale of 1-5 of how important the service is to the audience. Use the pain points to help you determine the importance of the service.

4. Map Your Services to the Prioritized List of the Services Your Audience Needs and Wants

If you followed the steps above you should have created a list of the services you offer as well as a list of your target audiences and the services they need and want. The next step is to marry these up. Matching your services to what the market needs is key to success in differentiation and rising above status quo!

As you complete this task as yourself these questions: Am I servicing the needs of my audience? Or am I falling into the hype, the news to get blog reads, website hits, etc. What is it that my audience likes about my content? Do they like my content? If yes, why? If not, why not?

It is important that you prioritize and analyze your target audiences? Who do you want to connect with and why? What are their demographics? What information do they need? How will you serve up this information to them? How can you inspire them above what your competitors are doing? How can you bring them closer to you, into your tribe and your community?

Action: Map (match) the services you offer with the services your audience needs. Analyze the results. Are you prioritizing your services correctly? Are you marketing and focusing on the services that provide value to your customer? Are you marketing them in words they understand? In words that let them know you understand their pain and struggles? Use this step to connect your business, your unique offerings to that of your audience needs.

5. Get your Brand Game On!

Did you know it takes 6-7 brand impressions before any brand is remembered? The best way to ensure the impressions are remembered is to ensure that they inspire and are consistent!

Everything you say and do is a reflection of you and your business. From what you say, the colors you use, the tone in which you write, to the graphics used should all reflect and support your brand identity as well as your goals and objectives. The goal is to provide your audience with a consistent brand experience every time they come in contact with your company online or offline.

The brand that you develop should be carried across to your Facebook pages, Youtube, Twitter and basically any social network you use that enables you to customize. We offer services that help you develop your brand and identity as well as integrate them across the social media platforms. Check out the full suite of services available from [Marketing Nutz](#). Services include customized Facebook pages, Twitter backgrounds, YouTube Channel setup & customization and more.

Action: When kicking off the website project do not only start with colors and graphics. Instead start with words. Make a list of the top 10 words that resonate with your business and brand. What are the words that describe what you offer? What are the words that describe the benefits you provide? How do you want your users to feel when they come in contact with your brand online, offline, on the phone?

6. The Colors Matter

This is one of the biggest mistakes I see people make in the world of social media and online branding. Yes, I believe that a personal brand needs to represent you, your beliefs, values etc. However, it must also resonate with with you can do for your audience.

Do not select brand colors that match your room as a child. Just because your favorite colors are pink and yellow does not mean they should be the colors of your brand.

Think success. It's easy when you first start a business to think it is only going to be you working in the business. Hopefully you are in business because you want to succeed. You want to live the life you dream of. If this is the case, then the chances that there will someday be more people than just you working in the business the colors will make a difference.

The chosen colors should support your brand strategy which can not be completed overnight. I highly recommend you hire an expert to help you build your brand. Take a class, read a book do something. It is one of the first and most important step in differentiation. It is why many businesses fail as well.

Action: Using the top 10 words you did in the "Get Your Brand Game On" step analyze these in regard to colors. What colors best represent these words. For example if a key word is "trust" then yellow or red is probably not the best color. If value is a key word then green might be a good option. Do some research or hire a consultant to help you choose the colors and pull your identity together in a way that will zoom your brand, not hurt it.

7. Develop a Content Strategy

The content of your business is the beating heart. It is what drives the pulse, the emotion and heart of what your company is and the promise your brand delivers. Do not settle for status quo when it comes to brand or content. If you do, your business will be no better!

The content must not sound like a broken record of your competitors. Do not copy their website or the same words they use. Instead complete the steps we provided in this document and stand above the noise. Dare to be different and rise above status quo. Write your own copy and/or hire a copywriter to help you.

The content should support your brand persona. It should be based on your integrated plan, self and audience analysis. It should be the glue that helps map you and your services to your customer. It should scream your top 10 words in everything you do!

Develop a message house using the tips below. The greatest benefit of a message house is that it enables a “create once, use many” methodology. The goal is to create content one time and use it consistently across multiple platforms. You’ll be amazed at the ROI gains you’ll achieve when you take this approach. Your web developers, designers, copywriters will love you! It saves them time in having to guess what it is you are, do and want! And the best benefit is that you’ll be on the zoom track to creating a brand that is consistent, provides content that connects with your audience and differentiates you authentically from competitors. You’ll be the one getting copied vs. being a copier.

Action: Create a message house. This document should include at minimum a description of your company and services, mission, vision, value proposition, services offered, benefits provided to clients, features of offerings, differentiators in bullet form.

We are kicking off a 12 Week Social Media Zoom program that will cover these steps in detail. Check it out and get your content zoomin’ with some help from the nut! It will include templates and coaching from Pam Moore for all of the above.

8. Create Brand Experiences

Your audience wants to be inspired! They want you to inspire them to buy from you. They want to buy from you but they want to feel good about doing such. The best way to do this is to draw them in with inspiration and then keep them there with experiences. By creating brand experiences you imprint a positive brand image into their mindset. Your goal should be touch an emotional chord. Make them laugh, make them smile. Connect with a pain point that troubles them. Spark a negative emotion if you have a service that can solve the problem. Engage them to take action.

For example, when building your website pretend as if it were your family room of your home. Don’t be afraid to invite them in. What will you want them to feel as they sit in your living room? Should they feel at peace? Should they feel excited? Energized? What will you talk to them about? How will you engage? Where do you want them to sit? How do you want them to feel?

Most importantly we want people to talk about our brands. We want them to share their brand experiences. We want them to click the Facebook “like” button so it appears on their news feed for all of their Facebook friends to see. What do you want them to say about the brand experience with you and your company?

Action: *Leverage your plan, top 10 words, and message house to document ways you can differentiate based on the summary of information. What marketing activities, website experiences, Facebook experiences, campaigns, promotions etc. can you develop to create a lasting brand experience? Hire an expert if needed. You will be ready and will save money in doing so as you can now hand them your top 10 words, message house, audience analysis and map of how your services line up. Any agency will LOVE This!*

9. Position Yourself as a Shining Thought Leader

Do not under estimate your ability to help your audience. Even if you have only been in business for 30 days, chances are there are people who are just starting on day one. You can share tips based on what you learned during your first 30 days as an entrepreneur for example. You can share information from past experiences at other jobs, volunteer responsibilities etc. Educating and helping your website visitors should be a top priority. It is one of the best ways keep them coming back for more as well as persuading them to action.

Action: *Are you positioning yourself as a thought leader? Or have you escaped from corporate and your last boss has your tail between your legs? Throw it away! Your past is behind you! Be who you want to be today! Put on your confidence hat and gather the skills if you need them. Be the thought leader of the niche. Learn it, know it and own it! You can do it! If you already have the skills and experience to be a thought leader then take a hard look at your content. Are you letting your audience know you are a leader? Or are you hiding behind the social media avatar? Come out of the closet and let yourself shine!*

10. Action is the Social Currency of Online Marketing

Your number one goal should be to drive your audience to action. What action(s) do you want your audience to take when they come in contact with your brand? Could be an action based on a tweet, website visit, Facebook post and the list goes on. Each type of message will drive a different or similar action. They should not be the same. They should also not end at the first action step. What do you want them to do after they click on a tweet to visit your website? What should they do once they land on your website? What should they do after they receive an email for a download? There should always be a next step.

11. Use Varied & Inspiring Media

One of the best ways to differentiate is to inspire your audience with visual candy and audio. Use photos that connect with your audience. Use video to share yourself, your expertise. Use video to position yourself as a thought leader.

Action: *Make a list of the media you are using today. How many variations are there? Are there other ways you can inspire your audience? If you're not using photos, then use them. If you aren't using video, start using video. Check out our YouTube channel at <http://www.youtube.com/fruitzoom> We offer all sorts of videos to inspire,*

connect and engage with our audience. We've received good feedback to date and have many client leads as a result of video.

12. A Logo Does Not Equal Brand!

Sorry folks but just because you have a small business print set from the local printer that includes a logo and 100 business cards, this does not mean you are done with brand. To be honest you will probably need to re-do the cards you just purchased on if you didn't do the steps provided in this document. Take the time to build a real brand, a real identity. If you settle for status quo on your logo and business cards the rest of your business and marketing will follow suit.

13. Brand Differentiation Doesn't Happen in a Day!

If an agency tells you they can develop your brand and identity in a couple of days after a one hour session with you, do yourself a favor and run the other direction, FAST! You get what you pay for. A good brand consultant and agency will want to get in the heads of your customers, of your services. They will want to help you map your services to the needs of your audience.

Know you will need to evolve your brand. Perfection is the enemy of good. If you wait for perfection you'll never get your brand or business launched. Instead focus on good and know that you will need to be flexible in responding to the market and needs of your audience.

14. Focus on Being You!

What is the "why" you are in business. What is it you specifically can offer your audiences? How can you connect with them? What is your personality? If you're nutty, be nutty. If you're serious then be serious. If you're a little of both then be both. But whatever you do, make it real and make it you!

If you know what "You" is but don't know how to get it from your head to paper, website and social platform then please hire someone to help you. The time you waste trying someone with expertise can help you in less than a week! Keeping the "YOU" bottled up inside your head will do nothing to monetize what you can offer your audiences.

15. Make it Your Own!

This is by far the number one success factor in rising above status quo. If I could yell it from a mountain top to get the world to listen I would. Be yourself. Make everything you do your own. Nothing and I mean nothing on your website, collateral or words that you speak face to face should be words that are not from the heart of your business! Do not plagiarize others thoughts, content and brand. You may think you're saving money and time. However, in the end it will cost you as you will have a brand that looks, smells and tastes just like all the rest of your competitors. You'll also be helping your competitors reinforce their messages. Bottom line, they'll benefit and you won't.

Action: Create your own messages, brand and identity. It's your business. Create a marketing and brand platform that you are ready and proud to scream from a mountain top! If you aren't now then use the steps provided in the document to get it there as a start! If you need more help, hire someone. Hit me up on Twitter, join our Facebook

FanPage and ask questions. Join our 12 Week training session. So something! You can and will differentiate to rise far above status quo if you set your mind to it! Good luck!

We know it can be overwhelming navigating the social web today! Connect with us so we can help you zoom far above Status Quo! You can do this!

- *Join our [Facebook Fan Page](#) community. We answer any and all questions related to marketing, brand and social media usually within 24 hours!*
- *Send us a [Tweet!](#)*
- *Our blog and website is loaded with tips, tricks [and best practices for business, marketing and social media.](#)*
- *Hire our agency, Marketing Nutz and Pam Moore our CEO for Coaching, social media training, website development, social media strategy development and execution, brand and identity development, reputation management, SEO, SMO and loads more!*

We want to help you and your business zoom far above status quo!