

Marketing and Branding is SO High School

By John Herman (www.succeedingsteps.com)

[mlzambos] Hello and welcome to our Discussion on Marketing and Branding is SO High School.

[mlzambos] First some basic instructions. If you need to change the refresh rate then type /refresh # where the # is seconds between each refresh do not go below 3. The Default is 5 seconds which is a good rate.

[mlzambos] If you are on FireFox the chat will be in reverse. You need to switch over to IE to have the new items at the bottom and the older at the top.

[mlzambos] Anyone need me to wait while you change over to IE

[mlzambos] If you need to see more lines then type /show ### with the number of line you want to see.

[mlzambos] When we get to the Q&A section please type ? if you have a question and then I will call on you to ask your question so that it won't get lost in the mix of things. This will be done through the on board Private Messaging System.

[mlzambos] I will be Archiving this chat at the end for everyone to see also.

[mlzambos] Thank you for coming this morning.

[mlzambos] John Herman is a partner of Succeeding Steps, (www.succeedingsteps.com)

[mlzambos] Succeeding Steps specializes in operations and marketing consulting for small and growing businesses.

[mlzambos] We customize all of our services based on your company's needs and provide solutions for everything small business related from

[mlzambos] Web sites to candidate interviewing. Our small business focused methods get the job done.

[mlzambos] John they are all yours.

[johnh] Hey everyone!

[johnh] First, for everyone that doesn't know me ... My name is John Herman. I am a partner in the company Succeeding Steps. With my business partner Alana Haberman we provide assistance to small service based businesses in marketing and operations. She has a sales and human resources background. I have be

[johnh] I have been with Internet-based companies for the last 10 years. There I specialized in research, editorial and operations.

[johnh] We have a coaching side and a virtual assistant side to our business.

[johnh] Evidently there is a limit to the amount of characters :-)

[johnh] Today I am going to talk mostly about branding, but we typically think of marketing at the same time.

[johnh] To start with What is branding to you?

[Laurie] creating a theme throughout my business

[crystal] what you think of when you think of a product

[crystal] what you remember about it

[Angela] a consistent image
[mlzambos] My companyies image.
[Yoana] having a logo or name that everyone knows what it does even though it might not describe it in the picture
[Yoana] like nike or dell
[JudyL] the picture in someone's head when they think or hear about me
[delaney] something recognizable that identify's me and my business
[johnh] great answers
[johnh] Marketing is a lot like High School. Its all about appearances.
[johnh] Its all about what you THINK will work for you.
[johnh] What do you think your brand looks like?
[delaney] mine is colorful, creative and artsy
[Yoana] umm techy?
[Laurie] mine, I think, represents what I do
[crystal] mine is green
[JudyL] Mine logo is a brand -- a cattle brand. But, I want it to be good, effective, VA service
[mlzambos] Riches and
[Angela] sharp, sophisticated...I hope!
[johnh] Think about what you just answered. What is your target market? Why does that idea work with your target market?
[JudyL] I think this is missing BRAND, though
[crystal] mine doesn't
[mlzambos] Continuous Never ending always on top of things. Calming, Accurate
[johnh] Crystal why is green your brand?
[Yoana] Real Estate- because a virtual assistant is new technology
[crystal] I have no brand yet, I'm just using green
[JudyL] I want my target market to think about me and think VA.
[johnh] Angela why is sharp, sophisticated your target market?
[Yoana] lol
[crystal] logo and branding is next in my budget
[delaney] mine identify's me strictly as an artist, but doesn't especially speak to the mother's and grandmother's I want to market to, also doesn't allude to the photo collages I do
[Laurie] green means success - money - somos ricas
[delaney] or the audio work
[Angela] Great question...I guess I'm gearing it toward my TM of self-employed architects
[Angela] assuming that they will be looking for someone who is sharp and sophisticated
[Laurie] I use blues because they are calming
[johnh] great angela, and architects are typically like that or feel that they are
[Laurie] and people are often uptight about writing things
[johnh] and crystal, real estate agents are all about the green ;-)

[crystal] it's not location, location, location. it's money, money, money

[delaney] I use pinks to market to the mother's but I'm not sure pink is right for me, I do prefer the blues myself

[crystal] heard that on Million Dollar house last night

[johnh] Your brand is all about a state of mind. Its not just colors. It is a strategy.

[mlzambos] MnMSS is Green and Blue Ovals overlapping each other.

[pattyd] Mine is blue/maroon and has a clock.

[johnh] Now that you all have the basics of branding ... its time for A.P. Branding ;-)

[JudyL] I think when I am properly branded, with marketing, a client will see ME in their picture of their business working

[crystal]>[mlzambos] I have a question when the time comes about shapes

[Laurie] A.P.?

[johnh] thats a great concept Judy ... and one you should put in your marketing materials ;-)

[mlzambos]>[crystal] sounds good

[johnh] Advanced Placement Laurie!

[Laurie] of course, what was I thinking!

[johnh] Lesson one, and the most important is to think things through.

[johnh] There is going to be some trial and error, but make sure you get opinions

[johnh] Do some research.

[johnh] Make sure there is a strategy that makes sense.

[johnh] Different people can see different things. You have to make sure your strategy works for everyone.

[johnh] Sometimes a great idea can turn into a childish prank in anothers eyes. Take a look at these sad examples.

[johnh] <http://www.succeedingsteps.com/brandingissohighschool/oriente.gif>

[johnh] <http://www.succeedingsteps.com/brandingissohighschool/APCLogo.jpg>

[crystal] where's my surprised emoticon?

[Angela] lol

[Laurie] I love that emoticon Crystal!

[johnh] These were both real logos a couple years ago

[A2Office]

[crystal] this guy looks like he's singing

[delaney] omg

[crystal] lol, pam

[johnh] So Lesson 1: Its a strategy. Think things through. Make sure it is the right strategy.

[JudyL] ?

[johnh] judy?

[mlzambos]>[crystal] Why don't you ask your question after Judy

[JudyL] What did they change to? #1 was gross and crude, but #2 seemed kind of a dud, but not offensive

[crystal]>[mlzambos] k

[mlzambos] John is changing things up on me it seems

[JudyL] Chelle -- did you lose your job?

[mlzambos]>[crystal] oops forgot to set that last one as a PM

[johnh] Both businesses were actually taken down by their bad choices. The first was the Institute for Eastern Studies.

[Angela] look closer at #2, Judy!

[crystal] judy must be old school, they didn't do that back then

[Angela] LOL

[mlzambos]>[JudyL] Nope I was PMing with Crystal and forgot to make sure my comment to her was in PM

[johnh] #2 changed there name completely, but I have heard they still exist today.

[JudyL] Okay. Chrystal got it.

[JudyL] But, would you take your kid there? Is that what I should ask?

[crystal] right, that's why their branding didn't work

[mlzambos] John Crystal had a ?

[johnh] Exactly Judy

[johnh] crystal?

[crystal] mine can wait till the end, I wanted to know a little more about shapes in branding, ovals, squares, when to use what and what each means

[crystal] more indepth

[johnh] ah, ok

[crystal] but finish your presentation first

[johnh] Lesson 2: Don't make things to hard. The basics of your branding strategy should be easy to understand. Sometimes being TOO creative can get you in trouble.

[johnh] Take a look at this ad. Its actually in another language, but can you find the message?

[johnh] <http://www.succeedingsteps.com/brandingissohighschool/swim1.jpg>

[A2Office] i don't get it

[crystal] no

[Angela] not yet...

[delaney] k something underwater, or this product or site is everywhere?

[Laurie] water resistant

[JudyL] When she picks it up, she's going to have to breathe. I would be distracted from the product

[crystal] it has to be waterproof paper

[Angela] I think Laurie & Crystal have it!

[Yoana] I dont get it at all

[Yoana] i mean all that just to show its waterproof?

[johnh] all good trys, but nope

[mlzambos] No clear idea.

[delaney] I think I've seen this before
[johnh] you don't know what the message was, because you couldn't see it
[johnh] <http://www.succeedingsteps.com/brandingissohighschool/swim2.jpg>
[mlzambos] Creat ideas from everyone though
[crystal] underwater camera
[crystal] waterproof camera
[Yoana] still dont get it lol
[A2Office] HELP!! I don't get it! Is this bad or good branding?
[crystal] it's bad
[crystal] cuz no one gets it
[Yoana] bad lol
[JudyL] Where are the sharks?
[Angela] It's an example of making things too hard, right?
[mlzambos] Still don't get it and I would say bad branding.
[mlzambos] But you would remember it so could be good
[crystal] in the pool in burmuda
[Laurie] ok John enough torture - spill it
[JudyL] Is the background longitude, etc?
[crystal] lol
[crystal] why would she throw paper in the pool, why not a pool toy?
[mlzambos] LOL
[delaney] something deeply something
[Angela] would it help if we could read the writing on the paper?
[A2Office] john said it didn't matter that it was a different language....
[Angela] I can't even tell what language that is!
[JudyL] We're missing it because we see this as a commercial.
[A2Office] john are you sitting back laughing at us
[crystal] maybe the ad's for the bathing suit, it won't come off underwater
[delaney] well it's not german or dutch, maybe finnish?
[JudyL] I think the background is the planet like a map with longitude and latitude.
[mlzambos] It does break rule #2 it is difficult not simple
[johnh] sorry about that ... I kept getting and error when I tried to send a message
[Laurie] sure
[JudyL] So, they are all over. They are probably stock brokers or bankers or insurance
[johnh] So it was really hard to find at the bottom of the pool and guess what the payoff is?
[Laurie] WHAT
[johnh] Its Dutch and a bad translation is:
[JudyL] Can branding be good the first kiss?
[johnh] Not profound sufficiently?
[mlzambos] what what



[Yoana] [that's ridiculous lol](#)

[Yoana] [what company is it? lol](#)

[delaney] [something deeply genoan](#)

[Laurie] what - that's crazy

[JudyL] [What did they WANT to say?](#)

[johnh] its a diving club

[Laurie] I think some of these advertising people are on drugs - only they get their commercials

[johnh] so it is actually a funny tagline

[Yoana] [lol](#)

[johnh] but look how hard that was to find!

[crystal] [it makes no sense](#)

[Laurie] I don't get it

[JudyL] [If I wanted to find a diving club, I wouldn't get it? Would a Dutch person?](#)

[delaney] [urg](#)

[crystal] [why would a diving club want to be profound?](#)

[johnh] Its about how its just fun, nothing profound ... just a good time

[Laurie] lol Judy

[JudyL] [No bankers?](#)

[crystal] [then why didn't they make it look fun, It doesn't look fun to me](#)

[johnh] thats a great brand statement ... its just fun, nothing to serious

[johnh] but it got lost in translation

[JudyL] [Good idea, poor execution -- That didnt look like fun to me.](#)

[johnh] Lesson 3: Getting your message out there is hard. There is a lot of competition. Try different things and keep testing what you do to make sure it is working.

[johnh] <http://www.succeedingsteps.com/brandingissohighschool/advertisingishard.jpg>

[johnh] This is an ad for an advertising school, but it really says something about branding.

[johnh] In the VA world it is more like .. this person has been trying to do everything for his business for 3 years. How are you going to get him to let you help?

[crystal] [oh, yeah, that's cool](#)

[crystal] [in 30 seconds, or an email, or a letter](#)

[mlzambos] [How does that fit for school?](#)

[johnh] yup

[johnh] or in 1 second with your brand

[crystal] [arrgh! the pressure](#)

[johnh] This ad was actually for an advertising school ... so it was about how that is there job. To create a lasting message, quickly.

[mlzambos] [okay I had to zoom in first](#)

[johnh] only 3 more to go ;-)

[mlzambos] [Elevator speech](#)

[JudyL] A good brand will work in 1 second?

[johnh] Lesson 4: Don't Trick People or Lie. Ethics are important. What seems like a slick way to get new customers can sometimes come back to haunt you.

[Laurie] you have 4 minutes John

[johnh] Your business is an extension of you. make sure its matches your ethics.

[johnh]

[johnh] Lesson 5: Are you worthy of being talked about? If not, figure out a way to be.

[Laurie] lol a true fixer upper

[crystal] quaint

[johnh] <http://www.succeedingsteps.com/brandingissohighschool/altoid.jpg>

[johnh] and lesson 6 is the bonus ;-0

[johnh] Lesson 6: What is something that you can do that is different then what everyone else is doing?

[johnh] and I won't give you an example because you need to think of something yourself!

[crystal] first you have to know what every one else is doing

[Laurie] lol

[Angela] good point, John!

[johnh] But if you do want one ... Go to

[johnh] Its a church that is really doing something different then other churches to get new members!

[Yoana] lol cool website

[Laurie] Interesting

[Angela] that is definitely different!

[pattyd] That's neat!

[johnh] the final rule of high is Be Cool

[johnh] but be cool to the people that are going to pay you.

[crystal] they're bringing church to younger people with the look of it

[johnh] Don't be cool just to be cool.

[johnh] And the Jerry Springer Final Thought!

[johnh] Just like before, during and after high school your personality may change.

[johnh] The same goes for your business. If you start out with something that doesn't work, try something new. Make sure your business' personality matches your client needs."

[Yoana] I want a copy of this archive

[pattyd] Wow John! Very nice job.

[johnh] If you want a copy of the short eBook version of this drop me an email

[JudyL] Make sure your business' personality matches your client needs." The NUT SHELL POINT!

[johnh] jherman@succeedingsteps.com

[crystal] very good job, very interesting. I know I learned something new

[delaney] :applausesmilie: very good John, you got us all thinking

[A2Office] thanks john!

[Angela] that was great, John!

[JudyL] THANK YOU

[Yoana] awesome!

[Laurie] you rock John!

[Angela] great examples too!

[johnh] And if you need any help brainstorming your business brand. Drop me an email.

[mlzambos] Thank you John, Okay please remember to type "?" and wait to be called on before asking your questions. We want to ensure we get all of them answered. Thank you.

[pattyd] Thank you John

[Yoana] muchas gracias John!

Q&A

[JudyL] ?

[delaney] ?

[crystal] ?

[johnh] judy

[JudyL] I'm going to succeeding steps to look, but what is your brand?

[crystal] isn't it western, cattle branding?

[mlzambos]>[Yoana] I will post this in the Forum with a link for the Archive and Tawnya puts them up on the front page of the Chat at the bottom so that you can get them from there too

[Yoana] mlzambos> thanks !

[JudyL] That is a sling shot

[johnh] My brand is all about information and simple. I have a "plumbers wife" issue with my website. I have been putting too much time into client work, then my own branding (Yes, that is evil!)

[mlzambos]>[delaney] Pam you are after Judy

[Laurie] marketing for the David's not the Goliaths - a slingshot

[mlzambos]>[crystal] After Judy and Pam

[johnh] Our main color is green for the money and aspect of spring.

[crystal] right, now I remember, but it's a white background with a brown slingshot right

[johnh] and for a lot of the small businesses I work with ... they go about business as a battle

[johnh] Good vs. Evil

[crystal] I have to go look,

[johnh] Big Guy vs. Little Guy

[Laurie] yep that's what I thought your branding was

[mlzambos]>[delaney] Go ahead

[crystal] ok, I was thinkin the slingshot was a saddle

[crystal] I like the idea of western cattle branding, though

[delaney] k if I have imaging and now audio services should I brand seperately? or come up with something new that handles both?

[JudyL] It smells awful, but is effective

[crystal] and my son is a plumber but he never fixes anything in my house

[johnh] did that answer your question judy?

[JudyL] Yes, Now, I'm curious about Delaney's issue

[crystal] delaney is Pam

[johnh] For search engine optimization you should definately have them on different pages, but it isn't wrong to have multiple services for a company

[johnh] It may be a good idea to do different nice websites for each major grouping of services

[JudyL] By different pages, do you need different domains too?

[delaney] "you can call me Pam, or you can call me Pammie, or you can call me Pamela, or you can call me Pamula....but ya doesn't has to call me Delaney " smirk

[crystal] just don't call you late for dinner

[JudyL] Or too late for supper?

[johnh] different pages as part of one big website

[delaney] sounds good John I was thinking along those lines

[delaney] maybe like a subdomain?

[JudyL] Same url, though, huh? Pamula has a cool website

[johnh] and then also have different websites (domains) for different groups of services

[delaney] lmbbo

[delaney] hmmm like I could do Delaney Imaging AND Delaney Audio sort of thing

[johnh] I wouldn't go as far as seperate subdomains if you are going to seperate ... either do different pages or different domains

[johnh] exactly pam

[johnh] did that answer your question?

[mlzambos] Okay I thought Pam's question was geared towards a new Brand and possible Logo now as her currently logo is an Artists Pallet

[crystal] the Delaney Group with subdomains

[JudyL] ula

[delaney] or I could seperate the family target market and the web design target market

[johnh] crystal?

[delaney] yes it did ty John

[johnh] I would definately do a seperate site for the family stuff

[crystal] I just wanted to talk about colors and shapes, most of us know about colors, but shapes and logos are what I don't know much about

[crystal] how do you choose

[mlzambos]>[crystal] Go Ahead

[johnh] well different colors have different meanings to people

[delaney] it was Chelle, he also answered the next question I had without me having to ask it

[johnh] A lot of it is looking up what colors mean ppsychologically to get a start

[johnh] then the rest is all just personal taste

[mlzambos]>[delaney] Okay I just want to make sure your real question gets answered we will come back to it.

[johnh] for shapes, I have never taken a scientific approach to

[johnh] I just ask myself if that shape represents what I think my target market is and what my brand stands for

[crystal] that makes sense

[delaney]>[mlzambos] I'll talk to him seperately about branding for the different things ty for looking out for me and my Scatter Brain

[JudyL] Would sharp angles mean more reserved?

[johnh] as a small business its more about the name and whether or not you look like a match and professional

[crystal] so for RE agents I'd want grass to show the green and spring

[JudyL] Rounded more receptive, softer- easier to scam?

[crystal] I was sort of headin that way, calming sort of thing

[johnh] it depends on the agent and what their market goals are

[crystal] goals=money

[johnh] I have worked with one real estate agent that worked with the hispanic market. Her look was completely different then the one that sell first homes to young people.

[johnh] and condo people are always trying to be cool and hip to get the youth market

[crystal] ok, so the same as an agent should choose buyers or sellers, I should choose a buyer's agent or a seller's agent

[johnh] I wouldn't get stuck in a limited box like that in the beginning of your company

[johnh] a lot of times things will come organically

[crystal] no, but I understand more

[johnh] I am all for a really targetted niche, but don't go to far down if you have to

[crystal] right, thanks

[johnh] *if you don't have to

[crystal] I understood

[mlzambos] Any other questions for John?

[crystal] no, thank you, that was good

[johnh] Great well thanks everyone for their time and email me if you want a copy of the ebook version of this chat.

[pattyd] Thank you again John

[Laurie] thanks John

[delaney] nope have a lot of thinking to do now

[Angela] Great job! Thanks John!

[mlzambos] John thank you very much this was very interactive and informative.
[Laurie] that was excellent
[johnh] and if you have any other questions I will be around for a little while longer on skype ...
succeedingsteps
[mlzambos] Very good. Thank you everyone for coming. I will work on getting is up over the weekend.
[crystal] I really liked the part about the 30 seconds, gives you something to think about
[mlzambos] It does.
[Angela] Have a great Friday everyone...and a great weekend!
[johnh] its all about the look, the name, and the impression you give
[johnh] and a lot of times that evolves over time
[delaney] sighs k now I gotta write, do affiliate thingy, figure out a marketing plan, and think about branding for different TM's and services, looks like I'm going to be busy lol
[johnh] and you WILL make mistakes, but it can always be fixed
[johnh] well except those first 2 examples ;-)
[mlzambos] Okay everyone is free to keep chatting in here but I am off. I have a lot to do today. Have a great weekend and i will see you on Monday.
[Angela] yeah, those graphic designers probably got fired!
[delaney] by Chelle thank you for hosting
[Laurie] bye everyone
[Angela] bye!

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