

# **BRAND** **MARKETING** **MAGAZINE**



## BRAND

### **KILLING YOUR EGO**

We start by understanding  
that the customer is king.  
Not the entrepreneur!

### **YOUR CUSTOMERS JOURNEY**

Understanding all of the  
parts of the customer's  
journey

### **YOUR CUSTOMERS BACK STORY**

UNDERSTANDING WHO YOUR  
CUSTOMER REALLY IS

NAME

LOGO

IDENTITY

QUALITY

STRATEGY

USD 5.60





## IN THIS ISSUE

### EDITOR'S NOTE

"No more limits! That is the focus on ELEVATE. No more limits being put on the people from the African Diaspora. Year after year we have been catching up to our counterparts and now, we have the means to overtake them and we can finally find our place in the business world as equals and often with superior products.

In the January issue we are covering the first few phases of building your brand. Our goal is to give our readers all the information they need to build a healthy brand. Of course, we hope you decide to trust us and will want to have us market your brand for you.

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We start by understanding that the customer is king.

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Branding is about becoming as customer centric as possible.

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Their back story represents their ideal day.

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Identify his or her big aspiration, main goal, and problems.



# Get over your ego

*By Maxwell D. Toliver, CEO*

We start by understanding that the customer is king. Not the entrepreneur! It is not about how much money you can make but rather how well can you serve your target audience. The purpose of a business is to fulfill the wants and needs of its customers.

The job of the entrepreneur is to answer the call and fix the problem(s) of your customer.

When businesses fail to answer the call of their customers, they end up closing. It is a fact they have been seen throughout history.

The reality is that your business is nothing but a tool in someone's life. It is something they can use to help them get from where they are right now to where they want to be. And, once they have reached the desired point in their journey where your tools are no longer needed, they will drop you and move on.



# YOUR CUSTOMERS JOURNEY

Entrepreneurs need to embrace a new paradigm  
Branding is about becoming as customer centric as possible. Reaching into your customers needs and desires first. Making them the center of your visual marketing story, of your branding and in everything you do.

That is why you need a new story. You are not telling your story, but you are telling the customer story. You are going from...we just released a new product that revolutionizes everything to if you ever wanted to do this, your life is about to get a whole lot better.

Therefore, you need a new brand strategy, culture and identity that will align itself with the wants and needs of your customers.

Your visual story marketing should be an extension of the stories you tell and your brand identity, and as such should be here to serve and make your customers feel something about their journey.

Example of visual changes:

Many entrepreneurs say to themselves... I need a new Facebook cover for my fanpage, but what they should really be saying to themselves is... what do I want my customers to feel when they visit my Facebook page?

# CUSTOMERS BACK STORY

Better known as a customer profile. Their back story represents their ideal day. Give your ideal customer a name. Is your ideal customer a male or female? What is their age? What is the type of job they have? Where do they live, city and state? Are they married, single or what? Do they have children? How many? What are their ages? Does your ideal customer go to school? Studying what?

During the week what is their schedule? On the weekend what is their schedule? What are their hobbies? Do they worship? Where? How often? Does your customer have a pet? How many and what are they? Where does your customer hangout? What social media platforms are they on? What is their political stands? Does your ideal customer use particular websites for business? Which ones?

Go online to a free picture website ([unsplash.com](https://unsplash.com), [Pexels.com](https://Pexels.com), [Pixabay.com](https://Pixabay.com)) and pick a photo that best represents your ideal customer in your mind.



~~PROBLEM~~  
~~SOLUTION~~

## CALL TO ADVENTURE

Identify his or her big aspiration, main goal, and problems.

Fill in the blanks:

(NAME) wants (BIG ASPIRATION) but she has a problem, she needs to (ACHIEVE GOALS) first.

She is not able to solution it on her own because she is / has (INTERNAL CONFLICT).

This is unfair and anyone would root for her because she (SHOULDN'T HAVE TO/DESERVES TO - ACHIEVE DREAM).

Big Aspiration - is the why. You can get there by using the "so that" in the sentence.

Client wants to have a social media presence online so that he can connect with more clients, so that he can make more money marketing online.

Big aspiration = more clients  
Achieve Goal - what is the goal they want to reach?

Internal Conflict - lack of skills, time, resources, or finances, knowledge

Why do YOU feel the way you feel about your customer? What is so unfair about your customers situation and why can't they complete the desire goal on their own.



**ELEVATE**

Done For You Brand  
Marketing For People From  
The African Diaspora

**Elevate is a Brand Marketing system that help entrepreneurs and small business owners who are from the African Diaspora who are having trouble getting their brands noticed.**

**Have you been trying to market your products and services but find that you make little sales? It's because know one knows who you are. They have not seen your name, your brand anywhere. The little bit of marketing you do on social media is not enough marketing to get you to your financial goals. You need to elevate your marketing and become known around the world.**

**See what ELEVATE can do for you!**

**We'll save you time & money by reaching building you a bank of targeted clients that ONLY come to your website because they are going to buy from you.**

**We'll build your authority, give you greater impact and more exposure. We'll boost your presence on the world stage so that you make more sales and get more traffic.**

**<https://bit.ly/3eyzTfp>**



## The Helper

You are the helper. You have the answers. Fill in the blanks...

As the client learns about (your company), she is thinking that this could be the tool that helps her (Achieve Goals) and (Big Aspiration).

In fact, (your company) seems to get her needs and has convincing (social proof, testimonials, or statistics).

Client feels she can picture herself (Big Aspiration) following the steps outlined by (your company).

(step 1) get them interested in getting more info

(Step 2) explain what your service/products do

(Step 3) Answer the Big Aspiration

This gives your client a renewed confidence that she can (Big Aspiration) without (Worst fear). She is nearly ready to start the training with her helper, but she has some questions (Objection 1) (Objection 2) She would like to know before she goes ahead.



**What will the future be like after your customer has used your product?**

If you already have clients, you can ask them “What is the biggest change you experienced since I helped you?” Client can already see herself after having lived through her own story.

If you do not have clients yet you can project what you think the clients will say. “I can finally feel confident about my brand”. You get this result by answering this statement “I will/can (new situation benefits)”.



**What is the benefit lost or worst-case scenario if they do not use your products/services? The worst-case scenario would be to “that your competitors have better marketing, and you will feel ashamed (what failures look like). She also dreads (what failure feels like) may go bankrupt because she will lose customers.**



**Having a clear purpose is critical and necessary for long term health and happiness.**

**When the going gets tough, only your purpose will steer you back in the right direction.**

**Living without a purpose can make you feel like “something is always missing”.**

**Business is an incredible vehicle to find a purpose and give a meaning to your life.**

**In truth your purpose is your guiding light. It helps you find your way when you are lost, when the sea gets rough, and when a new discovery/opportunity is calling you off course. It always points you in the right direction.**

**How do you find your purpose? By creating a Brand Strategy.**

- 1. What is the problem you are addressing?**
- 2. What is the solution you are offering?**
- 3. What is your competition offering?**
- 4. What is your unique positioning?**
- 5. What is your vision 5,10 years? What is your Mission and Brand Affirmations?**
- 6. What is your value proposition? Your elevator pitches?**
- 7. What is your “war cry” or slogan?**

**Every decision you make should be measured against your purpose.**



When your purpose is clear not even the things going on social media will be able to pull you away. Here are some questions to ask yourself:

- “Am I going in the right direction today or am I drifting away from my North Star?”
- “Is this thing that I am doing now going to be useful in my journey?” If not, drop it!
- “What is the best thing I could be doing right now to move towards my North Star?”
- “Do I have the “shine object syndrome” right now?”

## The cure to procrastination

“I don’t know where to start”: start by understanding who you serve and defining what is your purpose, then simply follow your guiding light. Keep the destination in mind, regardless of the paths you may take.

“I am inconsistent, sometimes I work hard for a week then I retreat”: being mission-driven and focused on your purpose will help you be more consistent. And if you keep moving forward it is ok to take a break occasionally.

“I lack confidence”: knowing your customer and understanding you are here to serve her will give you the confidence to do whatever it takes to be able to serve her best.

“I love shiny objects, I got information overload”: print your brand strategy, pin it on to your wall and on your computer wallpaper, and judge every decision you make against it.