

A photograph of a wooden desk with a cup of coffee, a pen, and several notebooks. The text 'BUILDING AN INTENTIONAL BRAND' is overlaid in white, bold, uppercase letters. A horizontal line is positioned below the text.

# BUILDING AN INTENTIONAL BRAND

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# Purposeful Planning

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What sort of businesses need a brand?

All businesses do. Regardless of size, industry, or purpose, an attractive, engaging brand presence is absolutely essential.

But, not just any brand... An *intentional brand* is the only one that will do. That is, one built willfully, both with planning and with purpose.

**in·ten·tion·al** (adj.) \in-'tench-nəl\ :

Pertaining to an appearance, phenomenon, or representation  
in the mind. Done with design and purpose.

# Control Your Brand Or It Will Control You

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Today's increasingly competitive landscape is forcing brands to take a closer look at how they're presenting themselves to the world.

Ultimately, a brand is perception, and to a prospective customer, that perception is reality. Brands built without intention leave things open to interpretation. Assumptions are made, and they may not be ones you want out there.

That's why, when it comes to building your brand, it's so important that you're in the driver's seat. That means having a say in every last detail, so you know you're conveying the image and the message that serves your right people, and consequently, yourself, and your business.

*An intentional brand is deliberately designed, purposefully penned, and thoughtfully delivered.*

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A BRAND IS  
THE WAY  
A BUSINESS IS  
PERSONIFIED  
IN THE  
MINDS OF  
CONSUMERS.



# The Numbers

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There's nothing small about small businesses. In fact, the figures are downright staggering.

- The 28 million small businesses in America account for 54% of all U.S. sales.
- Small businesses provide 55% of all jobs and 66% of all net new jobs since the 1970s.
- The 600,000 plus franchised small businesses in the U.S. account for 40% of all retail sales and provide jobs for some 8 million people.
- The small business sector in America occupies 30-50% of all commercial space, an estimated 20-34 billion square feet.

\*Source: [US Small Business Administration](#)

Those are some big numbers, and they're only getting bigger. Where does your brand fit into all that competition? How are you setting yourself apart?

**The following pages share nine fundamental elements to help you build a trusted, intentional brand that will speak to the very heart of your right people.**

A photograph of a workspace featuring a silver laptop and a notebook on a wooden desk. A black pen lies on the notebook. A semi-transparent circular overlay is centered over the scene, containing the text.

9 KEYS TO  
BUILDING AN  
INTENTIONAL  
BRAND

# Authenticity

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What brands that struggle don't understand is that, in this age of impersonalization, consumers crave connection. They want something that speaks to them, something different.

The one indisputable thing you, and you alone, can offer that absolutely no one else does, is you. Never before (and never again) has anyone else had the same combination of talent and experiences you have. And no one ever will.

Each of us comes into this life with a set of intrinsic gifts. Along the way, life events shape our perceptions and our outlook. They hone our reactions and our solutions. This unique combination of ability and circumstance are part and parcel of our mission. And they comprise our most valuable asset - our own, one of a kind persona.

Infusing your personality into your brand will fortify it with the emotional resonance you need to stand out in a today's increasingly over-crowded marketplace, making your right people excited about the possibilities.

There's nothing authentic about a cut rate cookie-cutter brand. This is your image and you can't afford to take chances with it.

By folding your unique blend into your brand, you create a genuine, authentic presence that simply cannot be duplicated. It's intentional, not accidental. It's real, not contrived.

When something is built in authenticity, it's noticed, and it's felt. And when something is felt, it resonates.

It's here, at the intersection of authenticity and accountability, that connections are made and big things start to happen.

*How can you creatively share and exhibit your own authenticity throughout your brand?*



# Confidence

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Authenticity not only helps to define you, it also breeds confidence.

Confident brands have a subtle, yet distinct swagger. Why? Because they know what they do and they know how to do it well.

When you know who you are and what you do, you feel courageous and self-assured.

Work to maintain a healthy level of poise that's prideful, not boastful. Everything about your brand should be drenched in confidence, because if you don't believe in yourself, no one else will either.

*How can you display confidence in your branding efforts?*

# Sincerity

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Beyond being authentic in your delivery, people want to know that you're genuine in your intentions.

You're a business and are here to make a profit. Your right people know this. Beyond that, though, they need to know that, aside from the dollars, you truly have their best interests at heart. That you care about their results and somehow feel personally invested in their results.

It's not enough for them to like you, they also have to trust you. When they believe that you aren't in it just for the money or the status, but rather for the real desire to serve, and to serve well, they're willing to commit to you.

An authentic presence brings them through the door, confidence builds assurance, and sincerity helps close the deal.

*How can you show that you genuinely care about the success your right people?*

# Accountability

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People need to believe that they can count on you to live up to your promises and deliver. When you make yourself available, not only does it feel more personal, you become culpable, adding another layer of trust to the equation.

Create a communication portal that's as easy to find as it is to use. Your contact information should be displayed prominently on every page of your website, blog, and social media. It shouldn't take people more than a few seconds to figure out how to get in touch with you.

Stay connected. Be available to answer questions, receive compliments, and address criticisms. Unanswered queries run the risk of creating their own answers in the form of assumptions, and they might not be the ones you want out there.

By making yourself accessible, you're showing that you're interested in what others have to say and are willing to assist them when necessary. It shows pride in your business and care to your customers.

*How can you make yourself accountable to your right people?*

# Credibility

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Honesty and dependability are essential traits in any successful venture. This is especially true for those who reside online in a virtual buying environment where face-to-face interactions are less common.

Building a reputation for being reliable builds esteem - but it's not just about a proven track record. True credibility is born of promises kept.

When you put yourself and your offerings out there, you're making declarations. From the experience to the tangible results, you're letting people know what they can expect when working with you. These assertions are your 'brand promises'. They're rooted in your core values and are expressed in your brand communication.

Intentional brands know what promises they're willing and able to make and they work hard to keep them. Credibility offers familiarity, comfort, and confidence to potential clients.

*What promises will your brand make?*

# Experience

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No matter where you are in your business journey, you should always be prepared to let people know why they should part with their hard-earned money in exchange for what you have to offer.

Being able to iterate the unique value of your brand clearly and concisely helps others make a well-informed decision regarding whether or not yours is the right offering for them.

New businesses needn't worry about the perceived lack of a performance record. Your life to this point has been full of meaningful, beneficial experiences, both personally and professionally, providing you with both soft and hard skills you can use in your work. Consider your background and tease out that which you can instill into your offerings to benefit your right people.

Intentional brands know exactly what they bring to the table and are prepared to eloquently convey it to potential customers at a moment's notice. They artfully weave it into their brand to set themselves apart.

*How can you communicate and leverage your experience throughout your brand?*



# Value

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Inevitably, there will come a time when the customer has to rationalize a purchase decision, whether to themselves or to others. One of the factors in their evaluation will be the value they feel they received. Was it worth the money they exchanged for it?

Your business is tethered to the emotional response consumers have when they think about their encounter with your brand. It will play a large part in determining whether or not they'll return or recommend you to others.

Intentional brands know who their right people are, are familiar with their needs, and understand how to address them efficiently with mutual benefit.

Delivering real value to your customers means you left them better off than you found them. That's why everything you do should be shrouded in quality and excellence. Because when it comes to your one, precious brand - only the best will do.

*How can you most effectively offer both quality and value to your right people?*

# Results

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Beyond value, customers want results.

When a consumer comes to you they're making an investment. Whether that investment is in the form of their time (as they read your content marketing), or in the form of money (when they purchase something). As with any investor, they'll be wondering: did they get more out of it than they put in?

One of the very best ways to earn brand loyalists is to give them an increased return. Are the results they're getting commensurate with their expenditure? Would they invest in this again if given the opportunity? Do whatever you can to make sure the answer is 'yes'.

Meet your right people head-on with positivity-laced, gainful offerings that fill a void in the marketplace. Offerings that produce exquisite results will earn you a long list of happy customers and brand evangelists. Intentional brands are able to offer solutions that address the goals and pain-points of their niche, administering just the right combination of quality, value, and reward.

*What results-driven, quality solutions can you provide?*

# Referrals

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Direct advertising and marketing efforts have their place in growing your business, but some of the most powerful messages come in the form of third party endorsements. These experience-based testimonials from happy customers make for the best PR around.

These 'brand evangelists' are beyond satisfied with your work together and eagerly sing your praises and recommend you to others. In this emotionally driven economy, that sort of unsolicited satisfaction speaks volumes. You simply cannot buy press like that.

When a current or former client endorses your work, they're putting their own name on the line. The confidence they place in the brand tells a story all its own.

Intentional brands earn glowing praise and referrals by thrilling their right people at every turn, encouraging them to share their amazing experience with others, resulting in authenticity based growth.

*How can you create a top-notch brand experience that makes people excited to share it?*



YOUR BRAND IS  
WHAT PEOPLE  
SAY ABOUT  
YOU BEHIND  
YOUR BACK.

*-Jeff Bezos*

*Intentional brands let you have a say in what they're saying.*

# In Conclusion

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Intentional brands are authentic, confident, sincere, accountable, credible, experienced, valuable, and results-driven. Because they're born of your matchless individualism they can't help but exude originality. And because they're so unique, they practically beg to be shared.

Building your brand with intention will reap great rewards. This hands-on approach will help you develop a presence you can be proud of and one you can live comfortably within.

At [Revolutionary Branding](#) we specialize in building beautiful, intentional brands not *for* our clients, but *with* our clients. Because a brand is rooted in your unique vision, our work together is collaborative. By blending our professional skills with your conceptions, we'll create a delightfully uncommon brand that tells your story, serves your right people, and gives you a sense of purpose and satisfaction for years to come.

*Over the years, we've built dozens of successful brands and would be honored to help bring yours to life.  
[Drop us a line](#) to discuss the possibilities.*





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