

Shine Bright

MASTERMIND

IDEAL CLIENT, BRANDING AND MESSAGING

INSPIRE | MOTIVATE | GENERATE

WHAT IS YOUR MESSAGE AND HOW DO YOU SHARE IT WITH THE WORLD?

- ❖ What is their problem?
- ❖ What is their symptoms?
- ❖ How are you going to solve that problem?
- ❖ What is your offering and the promise for your clients?



BRANDING
*'People spend money
when and where they
feel good'*

— *Walt Disney*

WHAT ARE THEIR SYMPTOMS AND PAIN POINTS?

- ❖ An Asian bride working in London who is a professional earning over £50k. She is time poor and simply doesn't have time or head space to plan a luxurious design led, stress free Asian wedding.
- ❖ My service – I create magical, beautiful Asian weddings which are brilliantly organised and above all stress free.



- ❖ I did lose the cheap clients but that doesn't matter because they are not my ideal clients!
- ❖ I charge more now but I take on less clients.

WHAT THE HELL IS AN IDEAL CLIENT?

- ❖ Once you are clear on your business message **you need to know who your ideal client is**, how you will serve them and of course how you will target them?
- ❖ If you are constantly getting asked for **discounts/deals** then a branding and ideal client issue. It can hurt your confidence
- ❖ The more connected you are to your ideal client the more they will **resonate with you and your message** and in return you will attract paying clients.
- ❖ Attracting **ideal clients** is the aim because those are the ones who:
 - ✦ **Value your craft** and are prepared to spend what you charge
 - ✦ **Pay on time**, respect your time and they love what you do
 - ✦ Challenge you if you need be but they will **respect your expertise and opinion**

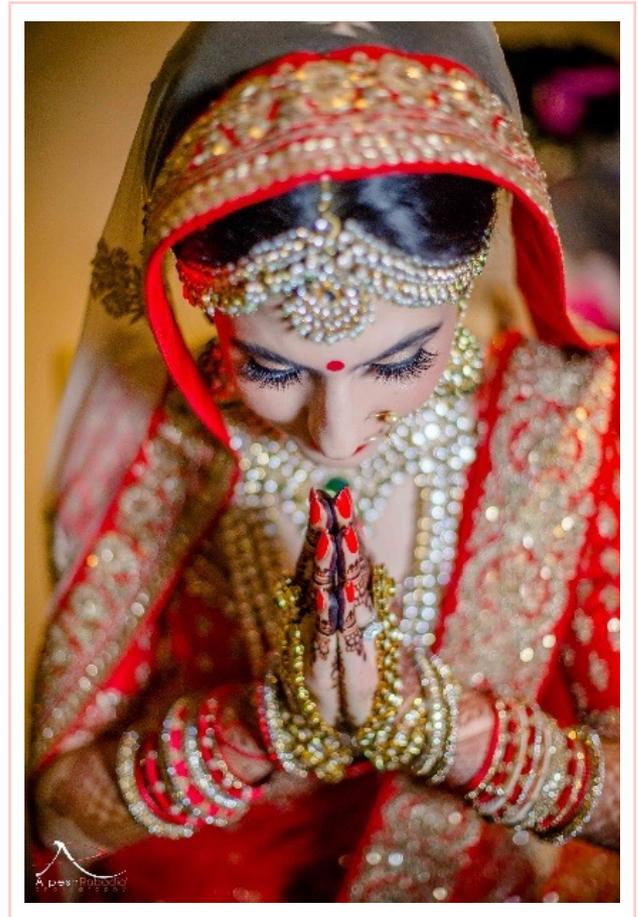
HOW DO YOU WORK OUT WHO YOUR IDEAL CLIENT IS?

- ❖ Not just questions on age or location but dig deeper:
 - ✦ Where would she go on holiday?
 - ✦ Where would she shop?
 - ✦ What bars would she go to?
 - ✦ What magazines or blogs would she read and what media would she consume?
 - ✦ What does she hate?
 - ✦ What books would she read?
 - ✦ Why would they want what you offer?
 - ✦ What are their pain points?
 - ✦ What language do they use?
- ❖ Frustrations and challenges? Why would your business help and appeal to them?
- ❖ What transformation are you offering them?
- ❖ They need a name!

A SNIPPET OF THE DESI BRIDE DREAMS BRIDE

- ✓ Bubbly personality
- ✓ Professional working background with salary of £50k upwards
- ✓ Confident
- ✓ She is strong minded as well as being open minded
- ✓ and caring.
- ✓ Appreciates luxury and value's other people's time.
- ✓ She is polite and well mannered and quite friendly.
- ✓ Engaged abroad in luxury location
- ✓ Wedding budget £70k upwards
- ✓ Loves London afternoon tea
- ✓ Dubai is one of her favourite holiday destinations
- ✓ Wealthy family background
- ✓ Lives in London
- ✓ 25 – 36 years of age

✗ IT'S NOT ENOUGH TO THINK THEY ARE AN ASIAN FEMALE!



HOW DO YOU WORK OUT WHO YOUR IDEAL CLIENT IS?

- ❖ Don't market to everyone! Niching down is always better!
- ❖ Who do you really want to work with and get super clear on this. Look at your previous clients and what qualities traits do they have?
- ❖ Normally it's a younger version of yourself.
- ❖ What social media channels would they hang out on? This is where you want to focus your efforts.
- ❖ Survey previous clients that were your ideal clients.
- ❖ Get curious – you can look on GA or use a tool like iconosquare

WHAT YOU NEED TO DO NEXT?

- ❖ Who are you? What do you want to do and what are you good at? What value can you offer? What are your dream clients going to connect with?
- ❖ It needs to align with your life work. What would you do for free?
- ❖ Answer at least 50 questions about them
- ❖ Ensure that throughout your brand you **ALWAYS** have your ideal client in mind. From the proposal, email signature to where you meet them
- ❖ Before you post anything think **would this resonate with them?**
- ❖ Write, share and publish **what would appeal to them.**
- ❖ For me it's luxurious surroundings, décor, holidays, florals. Luxury spa days – I share my BTS which are luxurious – my suite in Calgary, meetings at the Ritz
- ❖ Different Asian target market's will have different approaches towards their clients

WHAT IS A BRAND?

A brand is a set of perceptions and images that represent a company, product or service. While many people think a brand as a logo, tag line etc, a brand is actually much larger than that!

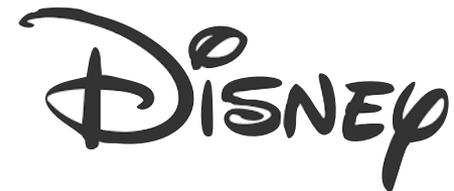
Your brand should:

- ✓ *Attract your dream client*
- ✓ *Repel your non ideal client*
- ✓ *Communicate your brand message*
- ✓ *Set you apart from everyone else in your industry*
- ✓ *Be of a good standard so you have that level of professionalism*
- ✓ *Communicate your values, ethics and personality*

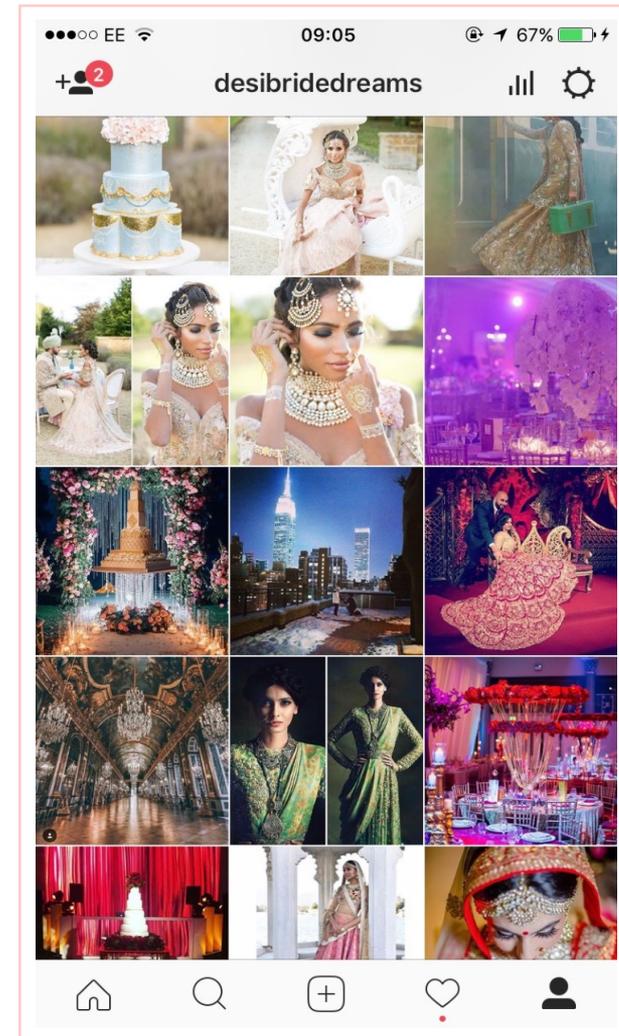
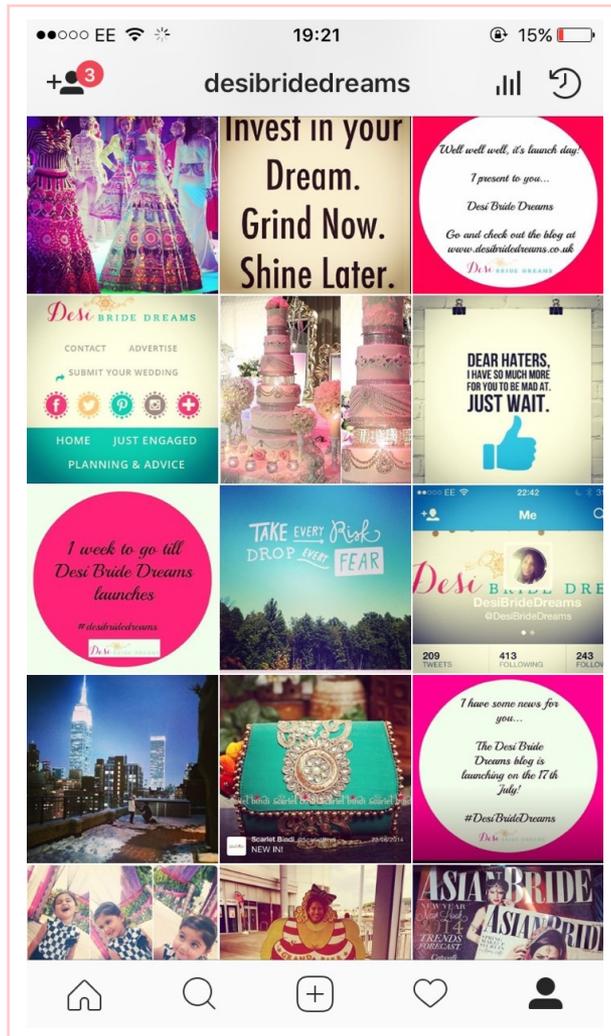


BUT WHY?

- ✓ Your idea, business and message isn't this random thing. It's a beautiful experience and it can really differentiate you
- ✓ It's your job to go above and beyond for your clients and to create a brand experience for them which they truly fall in love with.
- ✓ Attention to detail is everything! If you are a package based business how do you want your clients to feel when they open something from you? Stationery/MUA example

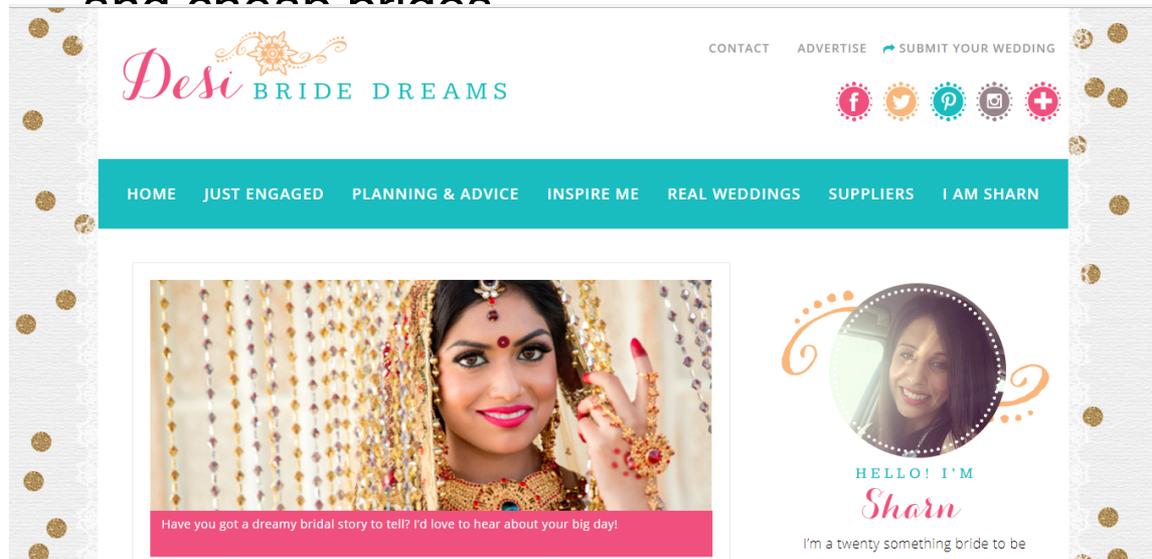
The Harrods logo is written in a classic, elegant black cursive script.The Disney logo is the iconic script font, featuring a large, stylized "D" with a dot above it, and the word "ISNEY" in a similar cursive style.

IN THE BEGINNING I DIDN'T HAVE A CLUE



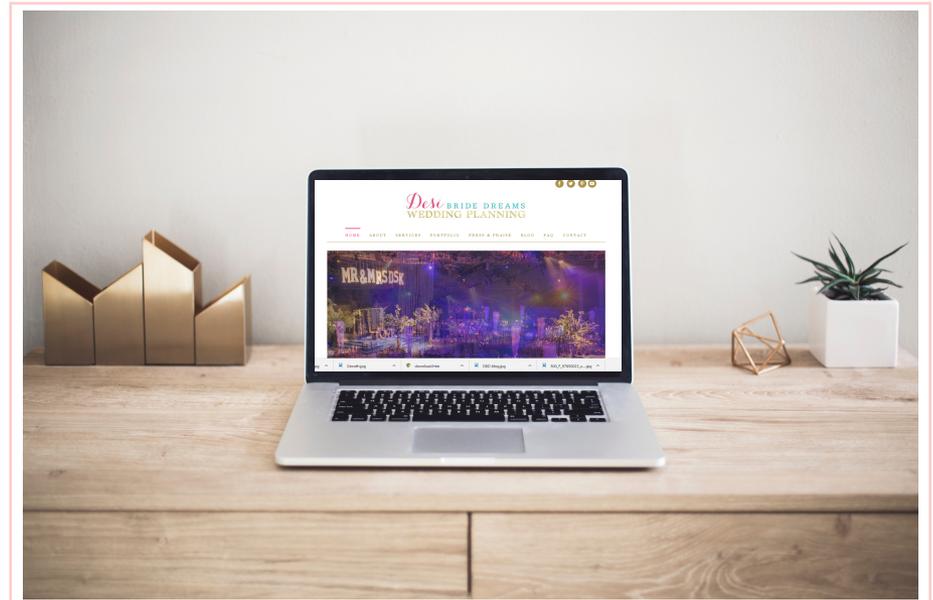
THE DESI BRIDE DREAMS BRANDING STORY

- ❖ 2014 blog - my readers lower end of the Asian Wedding market. Early 20's and non-professionals and not concentrated in London.
- ❖ Blog consisted of cute branding with gold polka dots and it was very pink and girly. Getting asked for £500 coordination bookings and cheap brides



THE DESI BRIDE DREAMS BRANDING STORY

- ❖ Mini rebrand in April 2016 of the blog and launched a more luxurious clean and crisp wedding planning site. Eliminated cheaper brides
- ❖ I then did a rebrand a year ago and the clients were so much more high end!



AS SEEN IN...



#BrideHour



Perfect wedding LEADER

LUXURY ASIAN WEDDING PLANNING AND EVENTS AGENCY



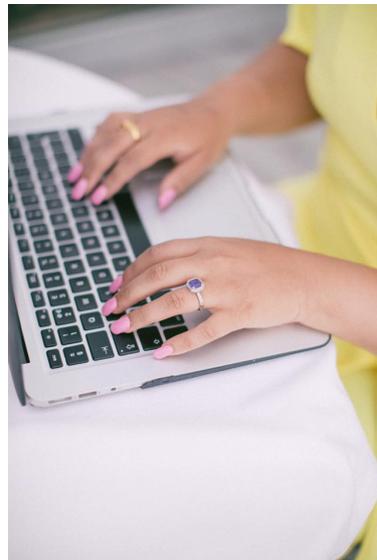
BUT YOU NEED TO UP YOUR GAME

- ❖ Create a brand that is unique and has a special style and identity. It's about bringing your personality and style to the brand
- ❖ It's about creating a **consistent and attractive, compelling look.**
- ❖ It's also about **telling your story and captivating your clients.** You need to align your identity with your business motivations and aspirations as well as your values. Mine is removing stress. Now its empowering Asian women.
- ❖ You will need to combine colours, patterns and illustrations to create a brand identity that is YOU!

YOUR BRAND BLUEPRINT

- ❖ Consistent colour palette
- ❖ Consistent brand style through imagery
- ❖ Tone of voice – be interesting and fun! BE YOU! Know who you are talking to
- ❖ Brand colours – have hex codes
- ❖ Consistent fonts

PHOTOSHOOTS CAN BE SO POWERFUL



HOW DO I START? LET'S DROP THE BRAND SHAME!

- ❖ Get into the mindset that you will need to **invest**. Having a gorgeous and successful brand requires investment in copy, design, branding and website.
- ❖ **Clear time and head space** for the branding piece.
- ❖ Doing the brand work **will challenge you**, inspire you and make you think what you want to be known as. Worksheets included.
- ❖ It is hard but it's the difference between **high paying clients and not!**
- ❖ **On a scale of 1-10 how happy are you with the following:**
 - ❖ **Your Logo?**
 - ❖ **Website?**
 - ❖ **Your marketing materials?**
 - ❖ **Your customer journey?**
 - ❖ **Your brand?**
 - ❖ **Is your branding consistent across everything?**

HOW DO I START?

- ❖ How can you be **different from your competitors?**
- ❖ Look at **leaders in your industry not just the UK - MUA example**
- ❖ Every time you post something **THINK!**
- ❖ How can you create a stand out brand? **Do you know what identity you need to stand out in your niche?**
- ❖ Is your **brand attracting your ideal clients?**
- ❖ **Stop playing small** with your brand!
- ❖ **Invest time and money** if you are able to!

PLAN TO FAIL AND FAIL TO PLAN



REALLY EXAMINE EVERY ELEMENT OF YOUR BUSINESS FIRST.

Your **website** is crucial and its normally the most overlooked part.

What is the customer **journey** when they land on your website

Does it **WOW** potential clients as soon as they land. Are they eager to find out more about your business?

Is your mobile site optimised and **slick**?

Are they **excited** to hear back from you because you have WOWED them so much?

Is your blog **up-to-date**?

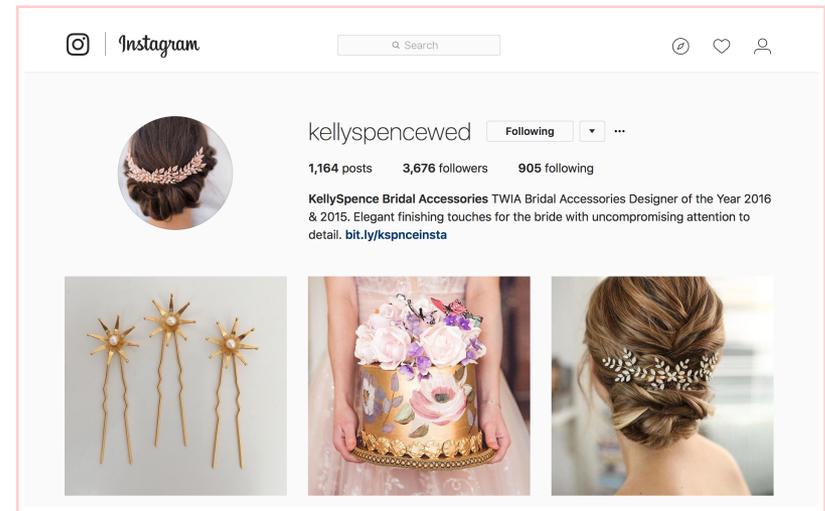
Is it easy to **reach** you?

Are there **clear** call to actions?

Do all your **links** work including social media?

HIGH QUALITY PHOTOGRAPHY IS A MUST

- ❖ Brand's posting poorly taken images reflects badly
- ❖ Use **beautiful imagery that reflects your brand**. If you are not sure don't post it.
- ❖ If you are a product based business have one day with a professional photographer.
- ❖ If in the wedding industry always ask for the images of the photographer where possible.
- ❖ For anything think about:
 - ✦ How do you want your audience to feel?
 - ✦ What do you want people to know about your brand?
 - ✦ What action do you want people to take?



GREAT EXAMPLES OF BRANDING

- ❖ <https://desibridedreamsplanning.co.uk/>
- ❖ <https://www.katespade.com/>
- ❖ <https://www.peggyporschen.com/>
- ❖ <http://elancafe.co.uk/>
- ❖ <https://www.makingwavescreative.com/>
- ❖ <https://www.kikki-k.com/>

WHAT IS YOUR MESSAGE?

“It’s the ability to clearly communicate your value, brand values, brand stories and offerings to your ideal client, so that they love you and they purchase from you”

BUT WHY MESSAGING?

- ❖ Unless you have a huge marketing budget you can't stand out online. Therefore one of the key things online is the ability to stand out through messaging/copy!
- ❖ Your message is the gateway to building a long term sustainable business. It's essentially the words you use.
- ❖ You need to be able to clearly communicate to speak to their emotions, problems and struggles. When you can do it they are always like "it's like you are in my head"
- ❖ So go back to your ideal client – do surveys if you need to, do polls, look in groups, personal profiles, or offer something for FREE.
- ❖ Last year I really stepping into my messaging – June and everything changed!

NOW LET'S LOOK AT YOUR VALUES AND MISSION STATEMENT

- ❖ Identify key words that are related to your brand. For example for AFEC was **freedom, empowerment, education, elevating, independence etc**
- ❖ For Desi Bride Dreams this is **transparency, honesty, integrity etc**
- ❖ Therefore my mission/message is *“AFEC educates, empowers, and elevates Asian female entrepreneurs by providing them with marketing, mindset game plans to break down cultural barriers to build a life and business of your dreams”*

STORY TELLING

- ❖ Vital part of being more **YOU** and ideal clients resonating with **YOU** are the stories you tell.
- ❖ So these are **stories from the past** that help ideal clients resonate and connect with you. Not to be confused with your beginning story
- ❖ For example – **How I grew up on the roughest streets of Swindon surrounded by prostitutes and drugs and how we overcame that as a family. From a young age I have been supported**
- ❖ **How when that coach was mean to me and then I overcame my visibility block**
- ❖ **At the moment I am using mindset and emotional strategies to lose weight**

NOW LET'S LOOK AT YOUR STORY

- ❖ For ideal clients to resonate **you will need a story!** This is also how you create the expert. It's time to ditch the fear and step out and express yourself!
- ❖ So first look at your beginning story – what was it? Mine has definitely been about the **bullying and coming from a not so well off background.**
- ❖ Rav's would be how you **came to this country** and created a beautiful business!
- ❖ Tina's is her **miscarriage**
- ❖ Sonal's would be her **bullying and her health concerns**, age, disability etc

STORY TELLING

- ❖ Another key part of story telling and doing YOU is not being scared of **sharing your opinion which is storytelling.**
- ❖ I have been sharing a lot recently about taboo subjects such as **depression and anxiety**
- ❖ I will be talking more about shaming and our culture etc and how it's not acceptable. I talk more about **WOO WOO** stuff now and my video when I announced this got so much more traction!
- ❖ On your list this year needs to be a **personal branded photoshoot.** Have you ever noticed people like and engage with posts more when it's a picture of you?

ACTION POINTS

- ❖ Write out your mission statement
- ❖ Create wider content themes that you are interested in, what you want to be known for and are related to your brand. What are you passionate about? List 6 AFEC = Mental health, well being, self love, mindset. DBD = destination weddings, luxury places, operating from integrity and honesty, customer service. Think about what your audience is struggling?
- ❖ Brainstorm 5 stories that are you are interested in. Share some of them in the group. For example when I met Gabby Berstein, that time when I left corporate, BBC, When I paid off the mortgage etc.
- ❖ Once you have written these all down narrow them down to what you want to be known for and start sharing these through your content
- ❖ Ask people do they know what you do? You will be surprised! Last year people thought I was a wedding blogger!

HOMework

- ❖ Complete the ideal client worksheet
- ❖ Audit where you are with your current brand by answering the questions on slide 17
- ❖ Complete the branding worksheets
- ❖ Map out what you need to do with your brand next. Do you need a refresh and rebrand or launch? Ask for support in the group!
- ❖ How can you improve your current brand experience? From initial enquiry to delivery of service/product
- ❖ Ensure that everything you do in your business talks to your ideal client!