



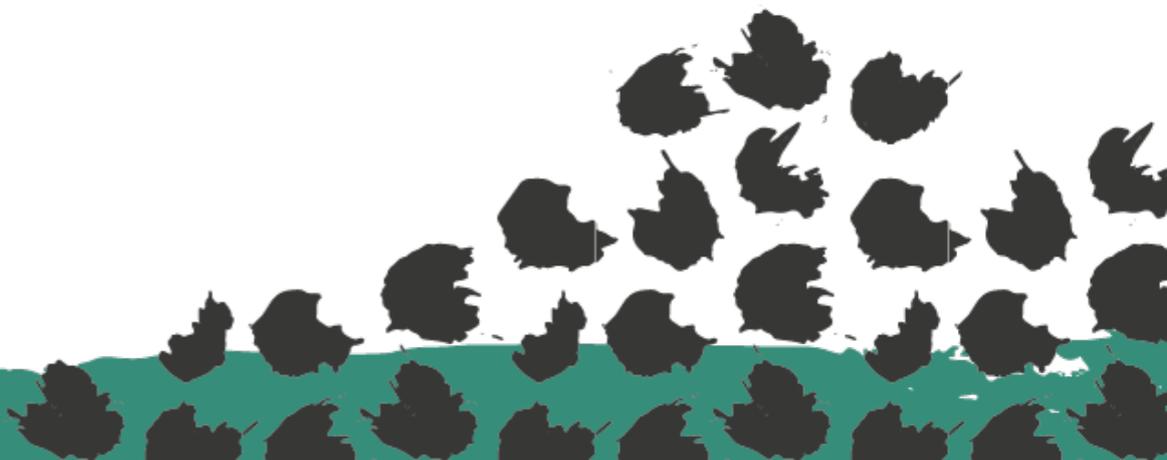
Kim Hartz 
CONSULTING

MODULE #1

Keys to Defining your
Brand



How do we define our
own brand?

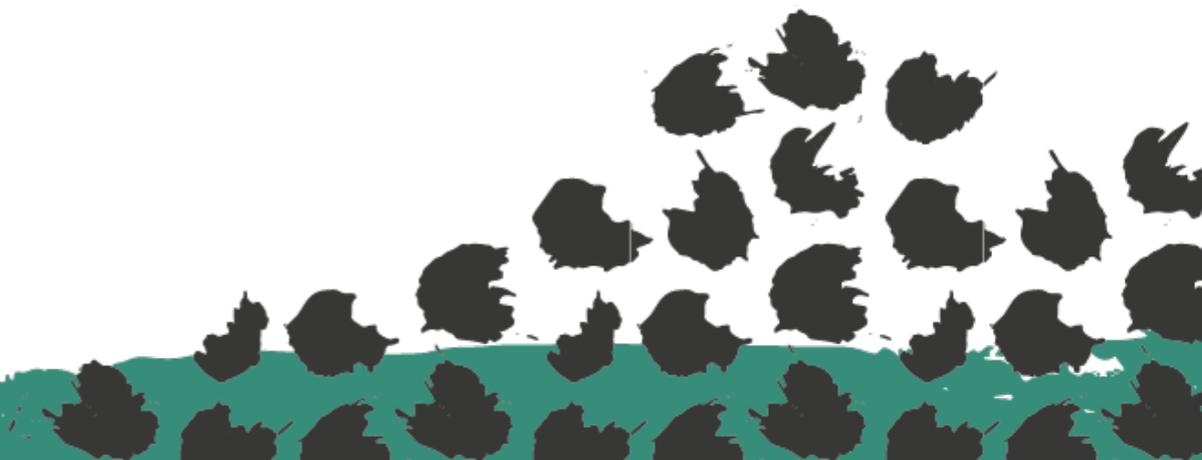


first...

Define your work / style

Your product

How & why you do what you do



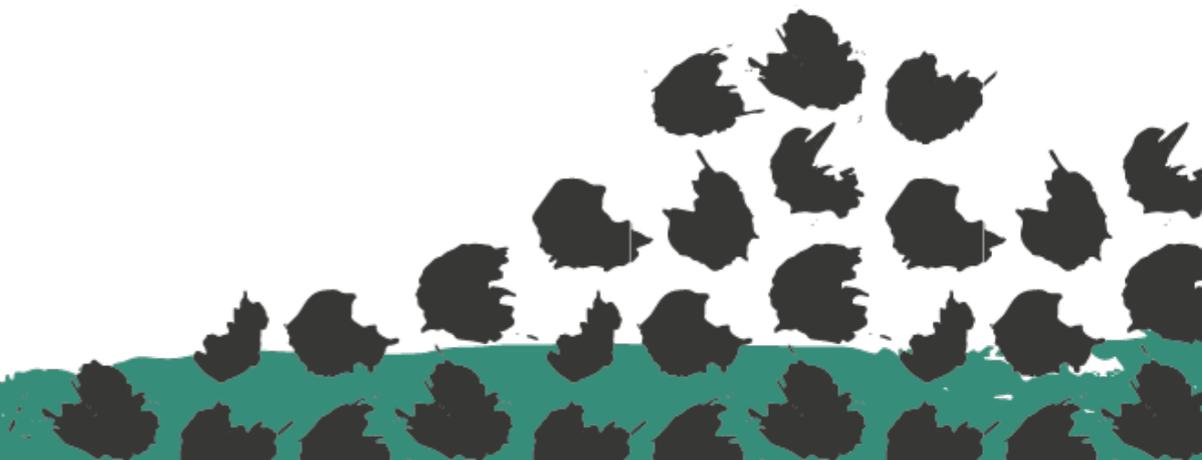
Your Style

Start with:

What you like to photograph

How you photograph it

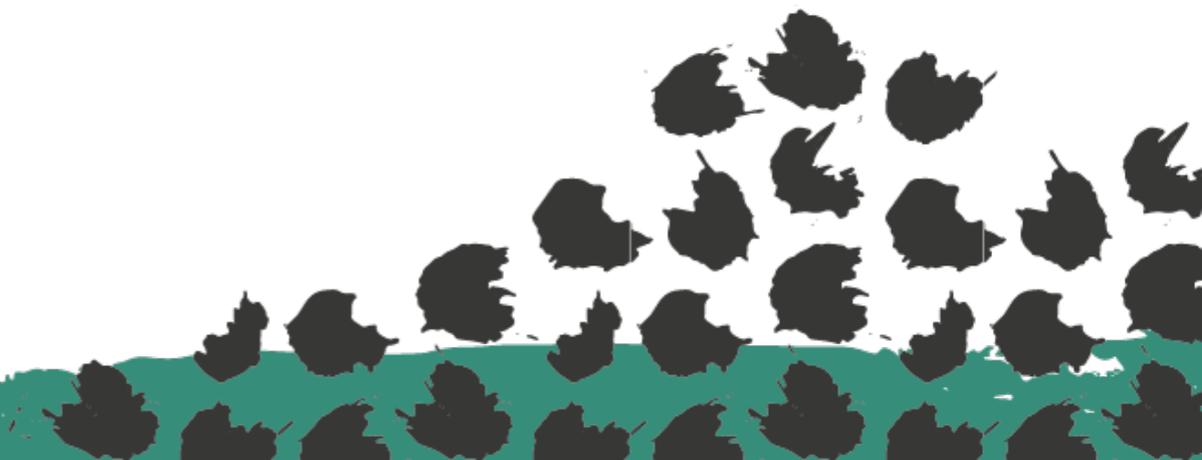
Why you photograph it



HOW DOES WHAT YOU DO / OFFER DIFFER FROM
WHAT ELSE IS OUT THERE?



TREAT YOUR BRAND LIKE IT'S OWN UNIQUE
INDIVIDUAL



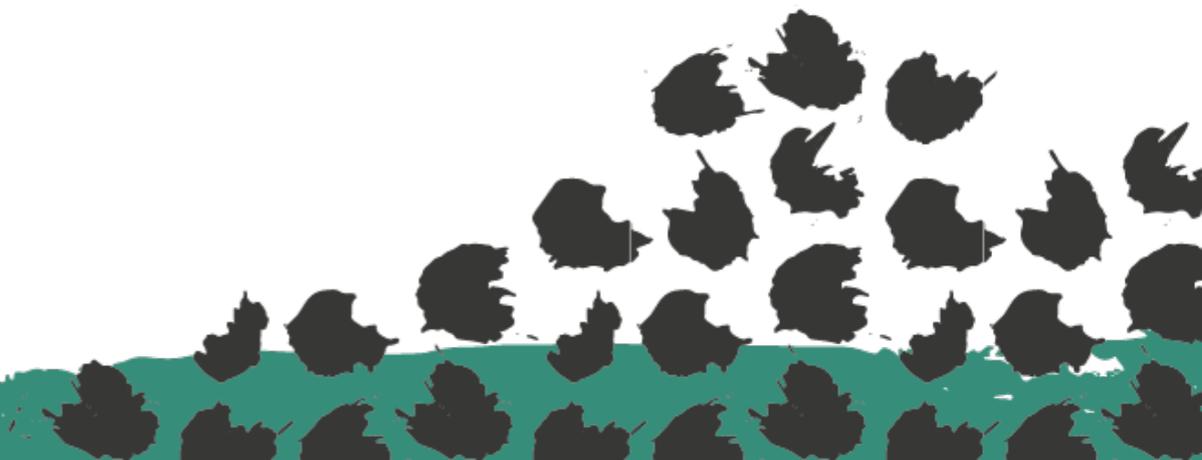
Start Thinking About...

What does your brand like / dislike?

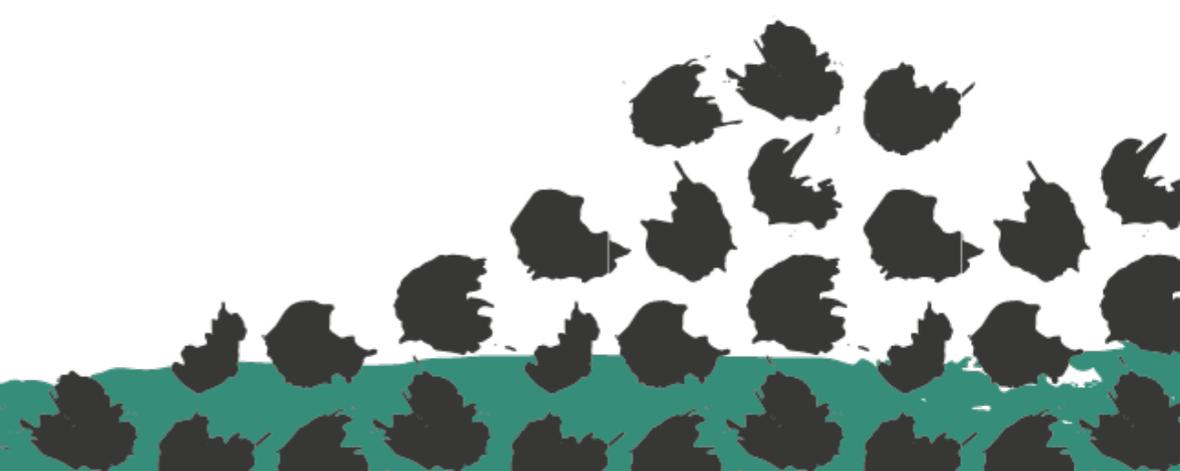
What does your brand talk about?

What does your brand know/do really well?

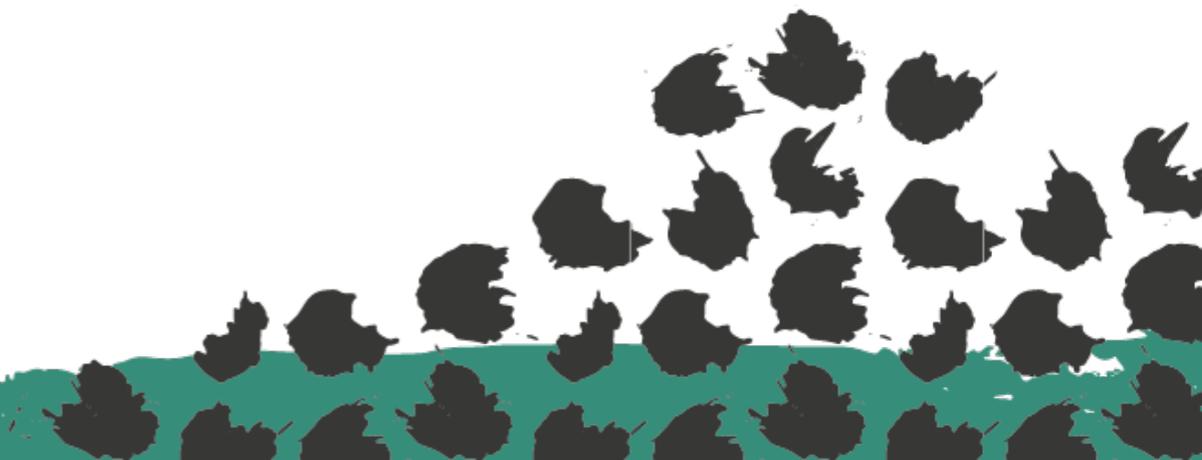
What does it not know/do really well?



Are you the Expert?



HAVING A NICHE CAN HELP YOU START CRAFTING
YOUR BRAND AND MESSAGE



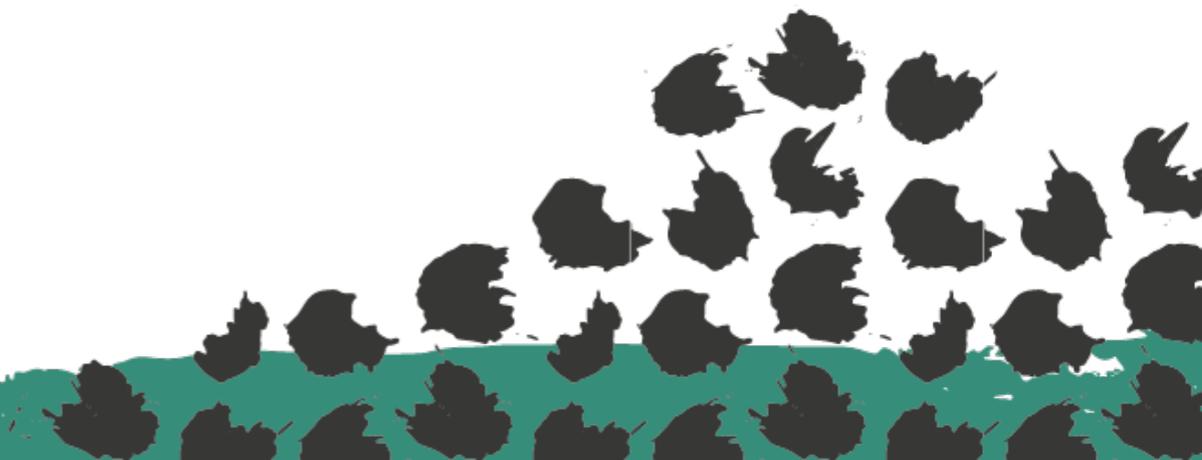


Specialist vs. generalist



SPECIALIST = EXPERT
GENERALIST = COMPETENT AT SEVERAL THINGS

SPECIALIST = MORE \$\$\$



When you specialize you will be able to market yourself and as an expert in your given field, making it easier for potential clients to find you and attracting the clients you want

As an expert, you also have an opportunity to charge more your services





How do you want to position yourself and your brand?

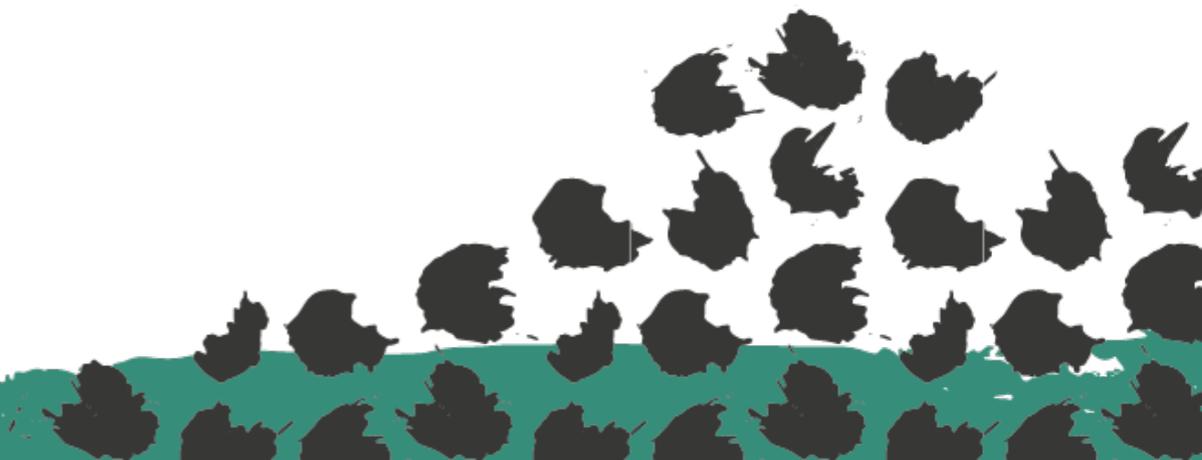


NEED TO GO 100% ALL IN TO CHARGE A PREMIUM FOR
YOUR SERVICES

NO GMAIL, HOTMAIL OR YAHOO EMAIL ACCOUNTS



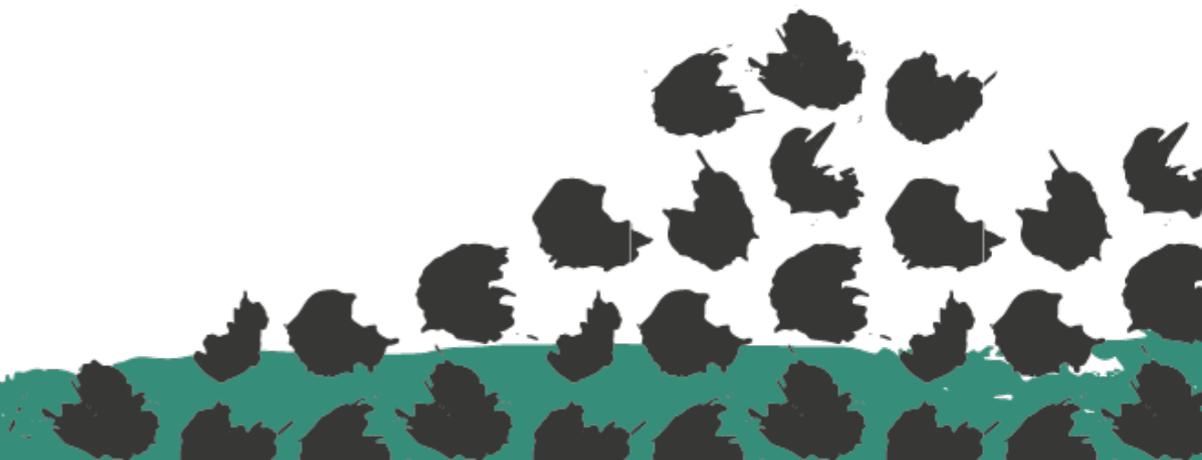
NEVER DISCOUNT YOUR WORK - EVEN IF YOU ARE
JUST STARTING OUT BECAUSE IT IMMEDIATELY
DEVALUES WHAT YOU DO



BE CLEAR ABOUT HOW YOU WANT YOUR BRAND
POSITIONED BECAUSE IT WILL HELP DETERMINE A LOT
OF OTHER DECISIONS DOWN THE ROAD FROM
PRICING TO MARKETING



Uncover your why



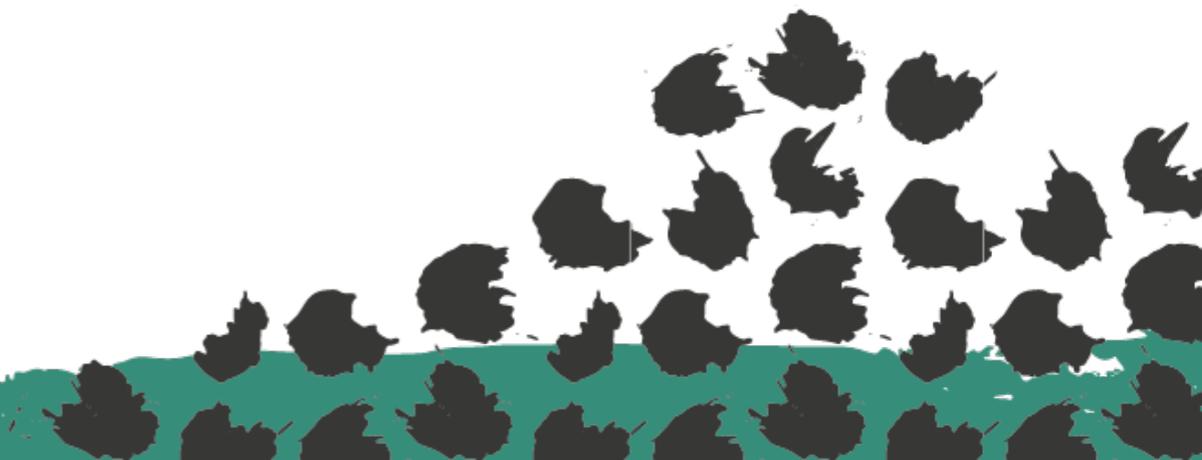
Uncover your why

START ASKING YOURSELF *why* YOU DO WHAT YOU DO

What is the purpose and drive behind it?

What are you passionate about?

The why will help you uncover what you want your brand to say to your clients & how you want it to make them feel



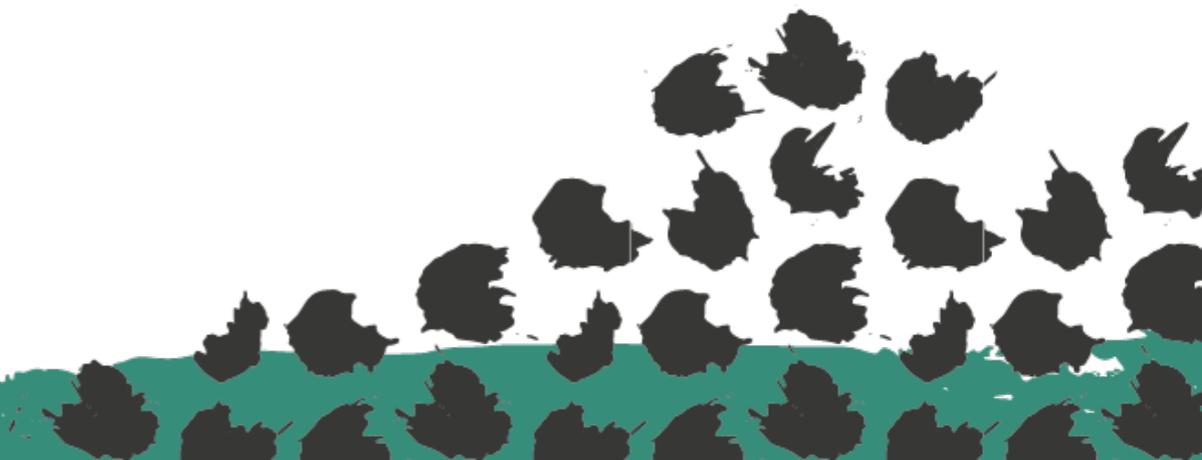
Your *Unique* factor

Unique Selling Proposition

Makes your business stand out

It's what makes you different and earns you a special place
in the minds of your potential customers

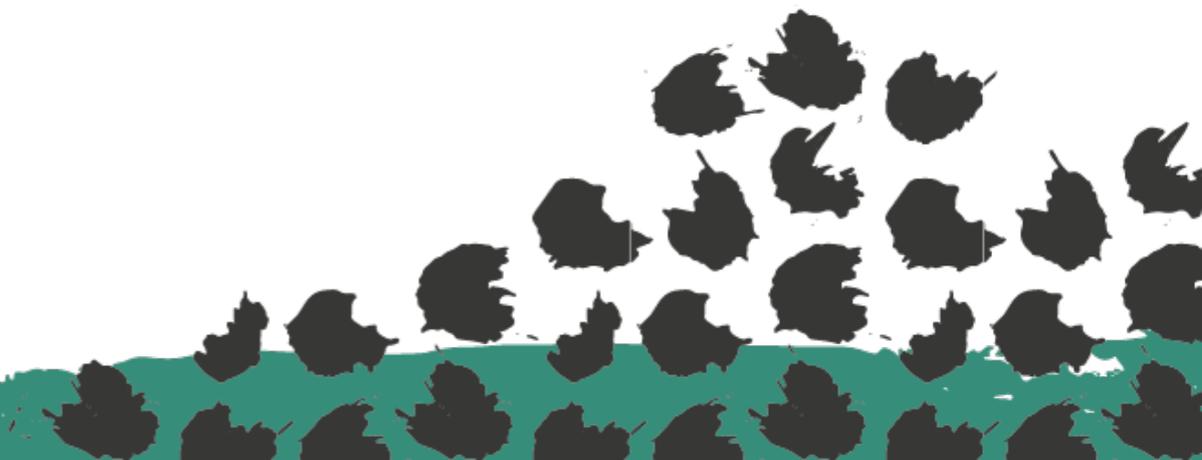
Why should someone come to us versus someone else?



Your USP is more of a marketing position than selling

Start to think about what makes you and your studio different from what else is available for your ideal client

This difference is what will attract your ideal clients to you



Review

Developing your style is a key to defining your brand

Start thinking about your brand's unique identity

Find your niche and be the expert to help craft your brand

Uncovering your "why" and defining your USP

