

CONSULTANT2CONSULTANT



# MASTERING THE ART OF CREATING A BRAND

**A Guide to creating and identifying your BRAND**

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# WHY LISTEN TO ME?

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**As a serial entrepreneur, I have built and sold several businesses spanning over 40 years. My educational consulting company, AdmissionSmarts, currently has an audience of over 2.3 million viewers and 150,000 direct engagements every single month.**

**I am not an in-the-box thinker when it comes to marketing and business strategies, and this growth did not come without hard work, trial, and error.**

**After an early career as an engineer, I pivoted to strategic planning and marketing with brands like Disney, Nestle, and Nissan. For the last decade, I have built AdmissionSmarts, as a global educational consulting brand. While I love working with students and families, I will always jump at the chance to share my marketing experiences with other consultants.**



**If your brand was a  
celebrity who would it be?**

# **BECOME BRAND AWARE AND ASK THESE QUESTIONS....**

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Who is Your Ideal Customer?

What Pain Points Do You Solve?

What Kind of Personality Do You Have?

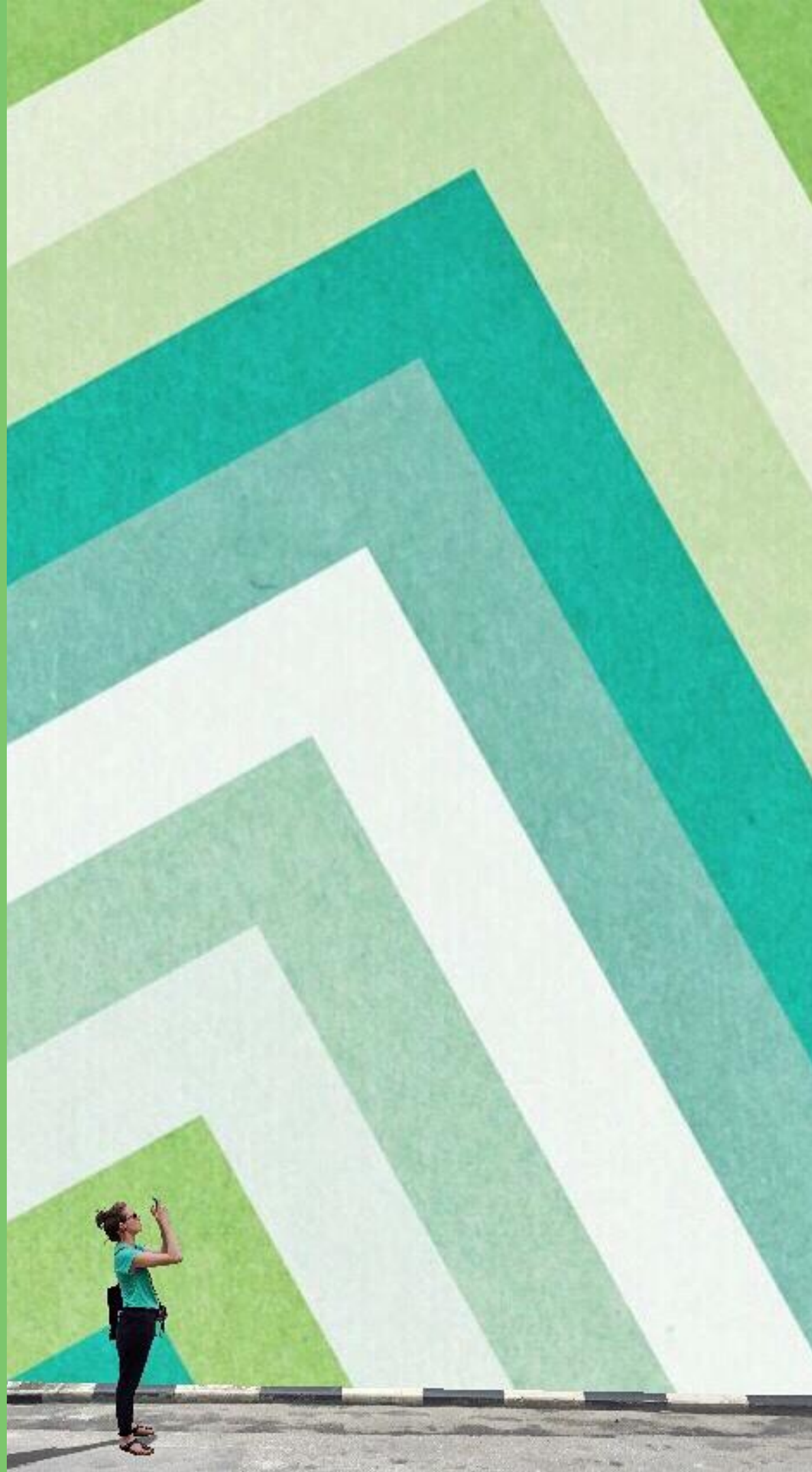
What is Your Competition?

How Do You Make Your Clients Feel?

How are You Different?

Why Do Your Clients Trust You?

What's Your Story?





**What do you want people  
to say about your brand?**

Student  
and Family

Brand  
Strategy

Other  
IECs

Your  
Company

**FIND  
YOUR  
SWEET  
SPOT**

# Brand Attributes

**Pro Tip: Identify top attribute from each group**



## BOLD

- Confident
- Charismatic
- Strong
- Provocative
- Relevant
- Current



## DIVERSE

- Inclusive
- Global
- Open-Minded
- Democratic
- Comprehensive



## RATIONAL

- Compassionate
- Empathetic
- Personal
- Kind
- Sensitive
- Caring



## EMPOWERING

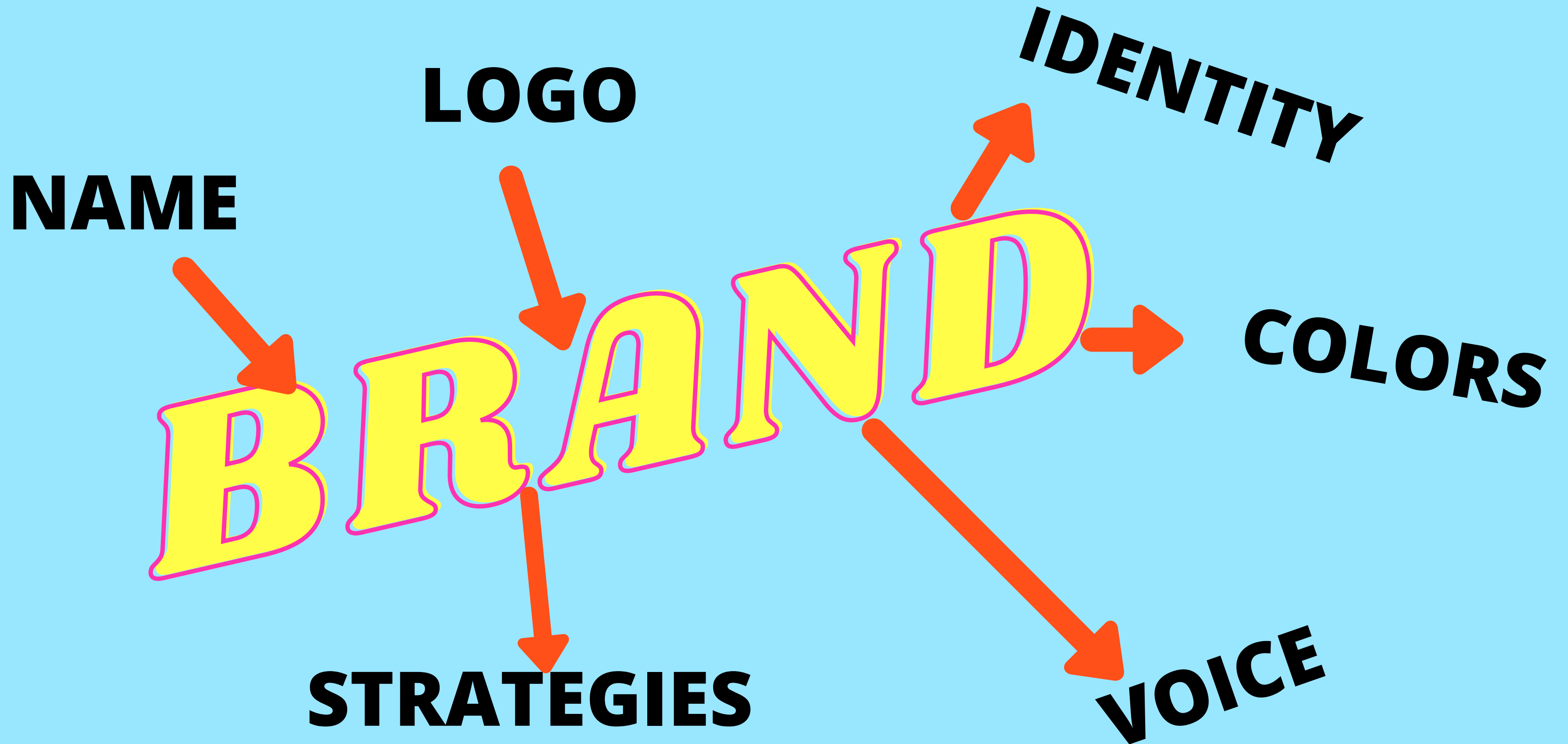
- Supportive
- Nurturing
- Advocating
- Affirming
- Encouraging



## ACCESSIBLE

- Friendly
- Approachable
- Welcoming
- Affordable
- Reachable
- Available

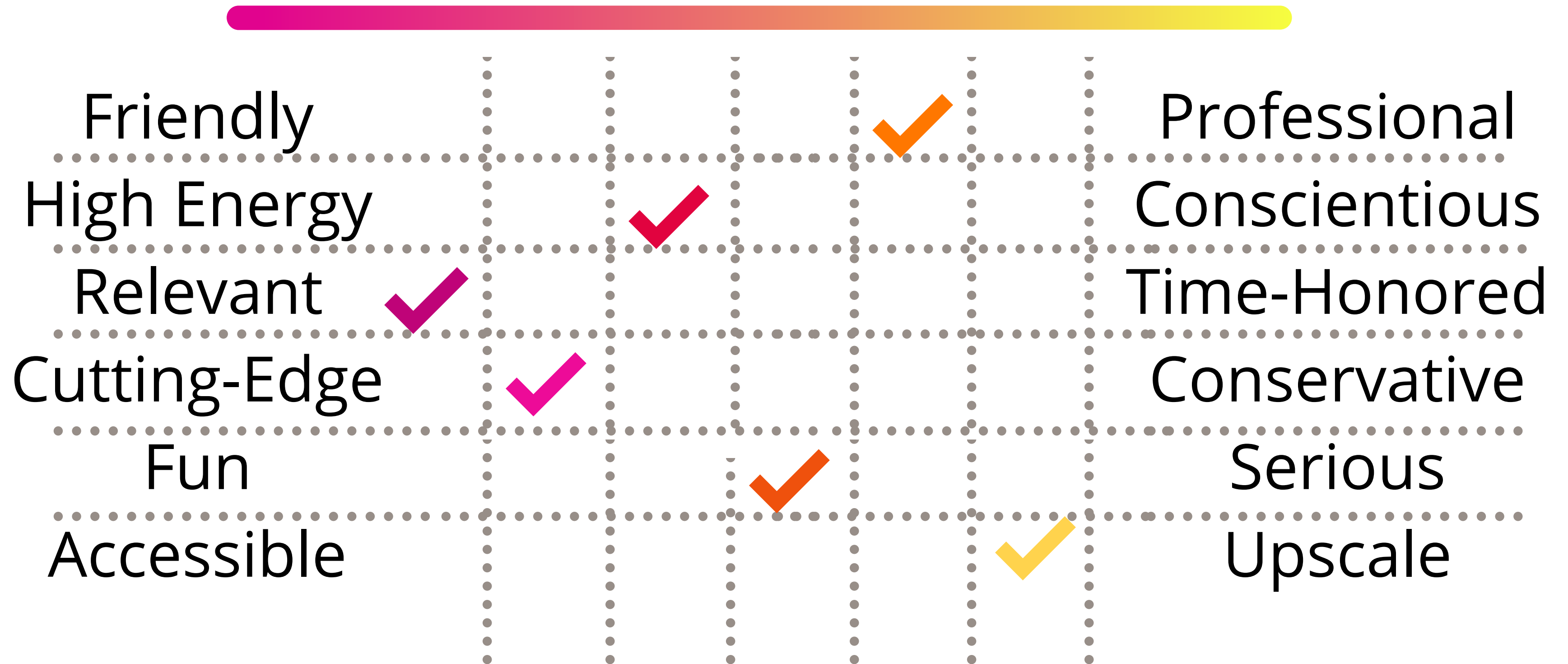
# Brand Identity



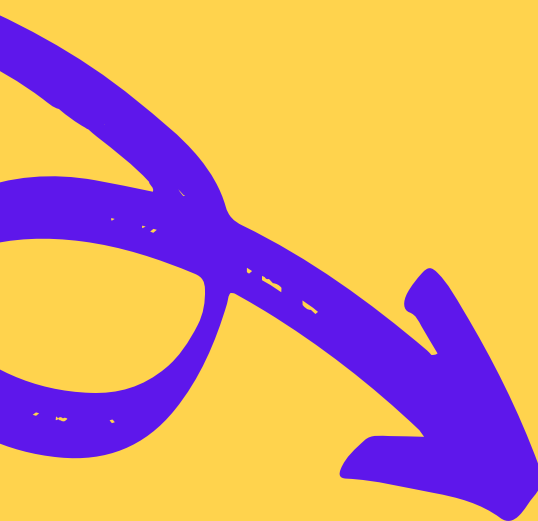


# What is your brand identity using this scale?

Hint: Checks are for AdmissionSmarts - where would your brand sit?



# KNOW THE DIFFERENCE BETWEEN BRANDING AND MARKETING



**Branding:**

**Who you are**

**Branding is strategic**

**Marketing:**

**How you build awareness**

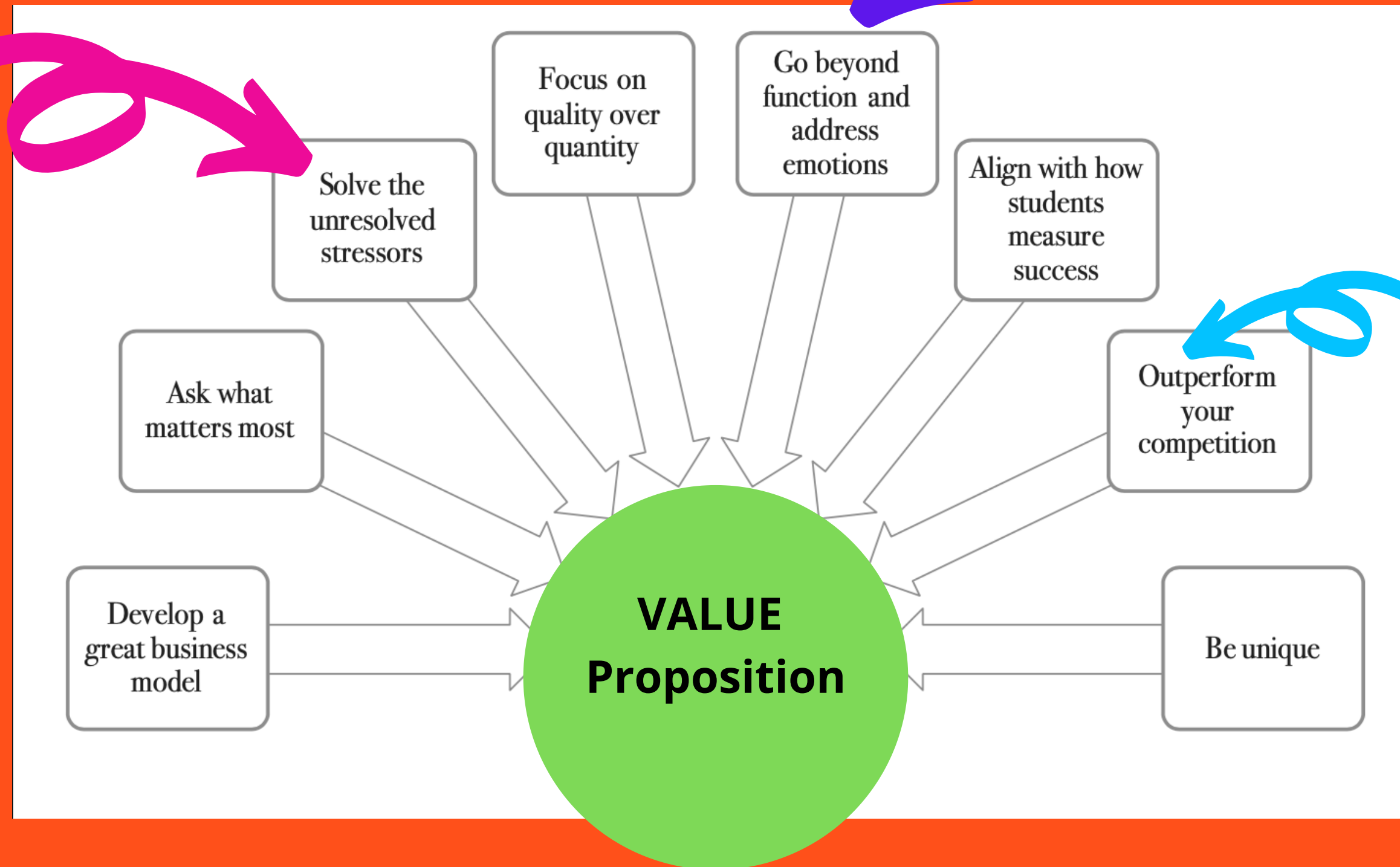
**Marketing is tactical**



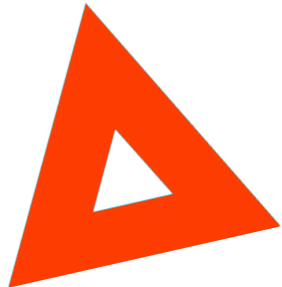
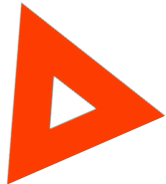
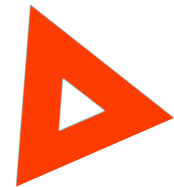
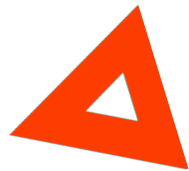
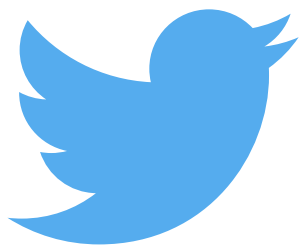
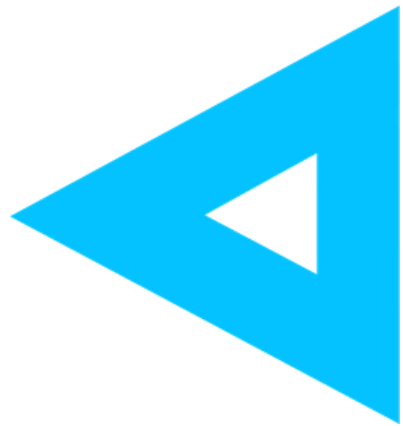
# Determine your Brand Essence

	Emotional	Descriptive	Function
	Authentic	Athletic	Performance
	Fun	Family	Entertainment
	Personal	Strategic	Guidance

# Value Proposition



# Find Your Voice



*Remember*



SOCIAL  
MEDIA

**IS NOT THE SAME  
FOR EVERYONE**

CHECK LIST:

- chat
- share

Tweet

SHAKE

# Web & Social Refresh



## **GAME ON:**

- Create a resources page on your website
- Give VALUABLE content away for free
- Show them you ARE an EXPERT
- Refresh your LOGO
- Reassess your website navigation
- Share other people's work
- Get a basic understanding of SEO
- Set up google analytics

A conceptual image featuring two round glass fishbowl. The left fishbowl is filled with water and contains several goldfish. One goldfish is captured mid-air, having just jumped out of the water, with a splash of water following its path. The right fishbowl is empty. The background is a light blue gradient.

**GET CREATIVE**

**Set your brand apart!**



# HOMWORK: Make Connections



Connect with five new people; update something on your profile; join one group



Tweet about a new content offering. Follow five new accounts. Comment on 5 five tweets.



Set up a business page if you don't have one. Like 5 other pages in this space including AdmissionSmarts!



Set up a business account. Follow five new people; update something on your profile. Post a story.



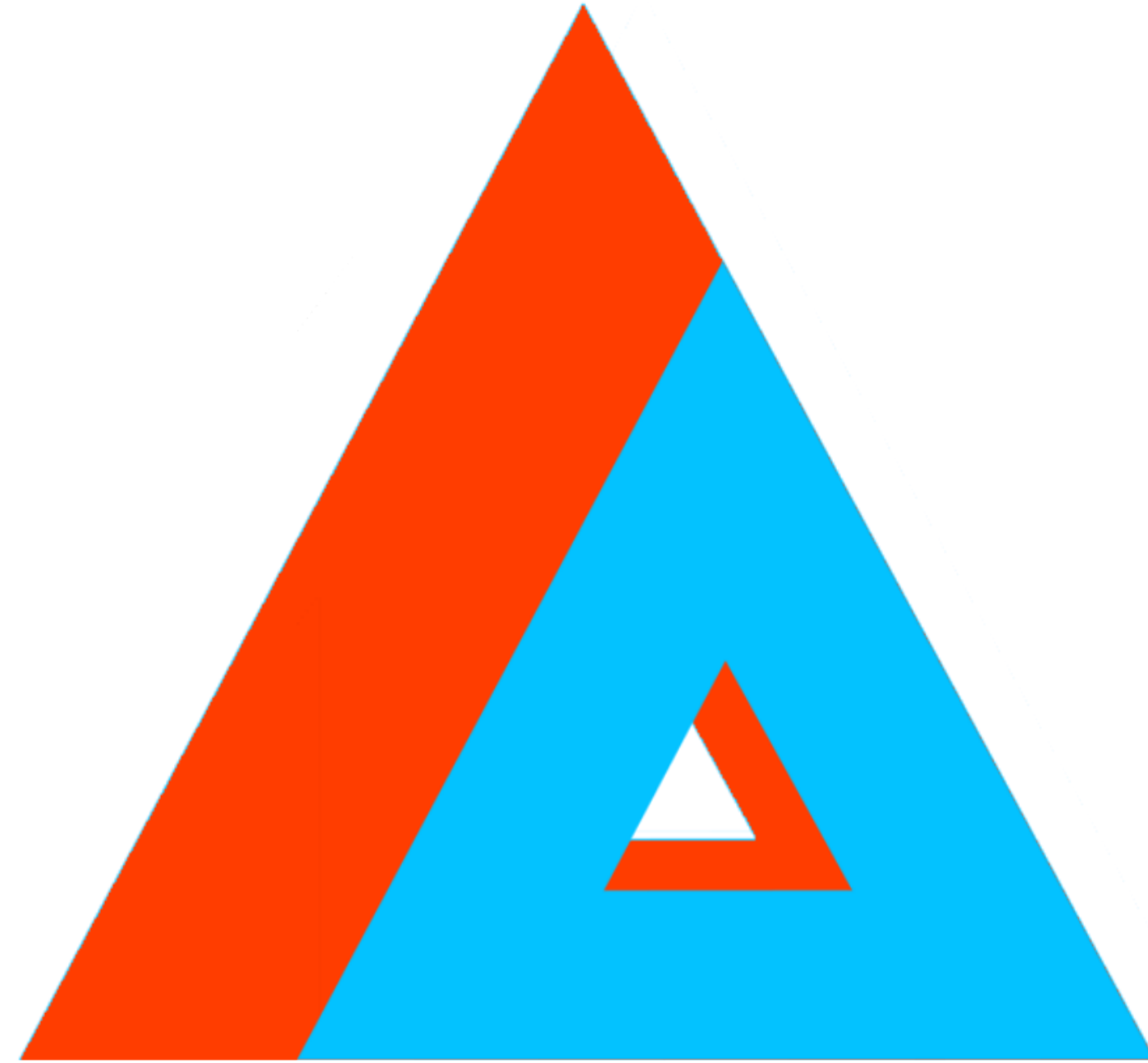
**Make sure to connect with us!**

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- Twitter
- Pinterest

and check back here for new content!





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