

The ART of BRANDING
YOU!

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Branding, simply put, is your promise to your customer. It is what they can expect from you (service, style, quality) and what differentiates you from your competitors.

- 1. Understand your goals, your market and the needs of the consumer.** This will help determine a direction to proceed. *Do you have access to rental companies? Is your disposable income high? What is your average home price? Is this your sole source of income? How much money do you have to invest?*
- 2. What are your skills and attributes?** *Are you excellent with color? Do you deal well with confrontation and high pressure situations? Are you a good communicator? Are you inventive and resourceful? Do you have a good sense of humor? Are you a good listener? Are you organized? Do you have exceptional design or computer skills?* Questions like these will help you get to know yourself better and define the services you can offer.
- 3. Determine what, if any, of these skills can help to differentiate you from your competitors.** *Ex. My patience, ability to deal with confrontation, analytical nature and resources allow me to target difficult clients and challenging luxury homes. Not all stagers in my area have the ability to handle some of the high pressure situations that exist in my area.*
- 4. What types of services do you want to offer? Who would be your ideal client? Does this fit with the answers to questions 1,2 and 3?** *Do you want to be the high cost, high quality provider or the low cost, high value provider?*
- 5. Does the results of my branding strategy analysis fit with who I am as a person?** *This is very important, as you will become the business and need to maintain what you promise from day 1.*

MOST IMPORTANTLY....

Understand you cannot be all things to all people. Use your skills, resources and determination to be different, communicate this constantly. Capture a share of your market and enjoy the ride!

Tip #1

Don't invest in any marketing material until you have determined your brand.

Tip #2

Be realistic when determining your brand, don't aim to provide services you may not be able to offer now or in the future.

Tip #3

Always remember, without a properly defined brand you will not be successful in marketing your brand.

Tip #4

Develop a logo that defines your brand, this is money well spent.

Tip #5

ALWAYS be consistent. Your voicemail, email signatures, marketing material and correspondence should always communicate the same message, colors and style.

