

# Branding Done Right


## 10 Point Checklist

**John Corcoran**

Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a **10 point checklist** that gives the next, real steps  
you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



**“Your role in building a brand is to influence, shape, and to  
get the desired perception you're trying to create.”**

**RE PEREZ**

# 10 STEPS YOU CAN TAKE TODAY

## Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Understand what branding means. Branding is not my logo or my website. It's a discipline designed to create a desired perception that I want to have for my business.
- Know the three components that affect people's perception of my brand: visual, verbal and behavioral.
- Create a mood board as a basis for creating an identity for my brand. It will help make my visual language and visual identity resonate with my audience.
- Balance my efforts between branding, design work, marketing, and social media. They must interplay with each other so that I can maximize their impact on my business.
- Be authentic. My verbal language and tone must match my brand and personality because the way I speak can influence people's perceptions.
- Know how to behave according to my brand and know how that behavior makes people feel because the way I behave reflects my brand experience.
- Apply this branding exercise, "Who is my target audience? What are the problems that I'm solving for them? Why should they listen to me?"
- Revisit past Marketing Speak episodes with Joana Galvao and Brian Richards and find golden nuggets and strategies into effective branding.
- Check out Stephan's interview with Michael Port on Get Yourself Optimized and learn how to present my best self when speaking.
- Take action now and connect with Re. Make sure to visit [BrandingForThePeople.com](https://www.brandingforthepeople.com) for some complimentary material or for a deep dive into his philosophy around branding.