

THE
5-STEP
GUIDE TO

YOUR POWER
BRAND



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WHAT'S IN A BRAND? EVERYTHING!



It may seem overwhelming or maybe not important at all, but your brand is your calling card to your potential clients. It either points to a “hell yes!” or creates uncertainty with moving forward.

Imagine your friend referred a hairdresser to you. She’s the cousin of a friend of a friend and she’s just getting started. You get her name and check her out online. Her Instagram feed is covered in personal photos, but nothing about her business. You then find a website for her business (hairbylisa.com), but only see a few photos that seem to be stock photos.

How likely are you to book her to cut your lovely locks? Would you trust a business with no references or proof of service?

Now you may be thinking to yourself, “But I just got started, how would I have any references or images to use?!”

We all have to start somewhere. Guess what if you want to do this full time, chances are you have more than enough to work with and that’s what we’re going to focus on in this handy dandy guide.

STEP 1: PICK A NAME



If you're feeling anxious, take a breath. You don't have to get it tattooed on your forehead, but you do need a name that you can be proud of. Here are some tips to get you started.

Tip 1: Word-Timer Exercise. This is a multi-part tip/exercise, but it will get your creative juices flowing.

First, list all of the words that make you think of your business. Set a timer for 10 minutes. Ready??? Go!

Next, list all of the words that your business makes people feel. Set a timer for 5 minutes. Ready??? Go!

Then, circle all of the words that excite you.

Tip 2: Only use your name if you want to be the face of the organization. If being visible gives you hives, don't use your name. If your name is hard to spell or pronounce, use a version of it or go back to Tip 1. I decided to use my name in my company because it created a cool acronym and I mainly work with LLC business owners: LLC, LLC. I had to wait to get divorced to be able to use it, but it was worth it!

Tip 3: If you're a service provider, include it in your name. For example: coaching, salon, designs, plumbing, etc. The clearer it is what you do, the easier it is for people to find you.

STEP 1: PICK A NAME



Tip 4: Be true to you. I see so many new companies emerging with similar names because they think it's what they're supposed to do and be. This is a representation of you and you are unique. Let that shine through. Let your future customers get the experience of you from your name.

Tip 5: Google it! If another company is using your name, find a new name. Even using dashes and funky spellings won't save you from brand confusion. Sites like Godaddy.com have an easy search option to find if domains are available. If it's not available, keep looking. I would strongly avoid staying away from .net .us and .org (unless you're a non-profit). People are used to typing in .com and anything that confuses people, makes them less likely to find you.

Tip 6: Ask for feedback. Pick your top 5 names and ask your most awesomest friends for input. Which one(s) do they like and why? Which ones do they hate and why? During this process it's imperative to take yourself and your feelings out of it.

Tip 7: Once you pick it, buy the domain. Don't wait for someone else to be as brilliant as you. Lock that puppy in!

Now that your name is settled, it's time to move on to

Step 2: Your Vibe.

STEP 2: YOUR VIBE



Make a list of the companies you love to do business with.

What is about them that makes the experience so enjoyable?

What is about your business that you want your customers to remember?

What do you need (process, product, people) to express that vibe?

Write down your company's vibe and how it's communicated/demonstrated below:

STEP 3: YOUR COLORS



This may seem arbitrary, but your colors send quick and direct messages to your potential customers. Before they read a single word of your copy or can check your prices, the colors you use on your website and marketing materials will be communicating first.

Here is a quick way to pick your colors.

- 1) Go back through your favorite companies and check out their websites, which colors do you like? Take a screenshot of each for future use.
- 2) Look up similar companies like yours that you like. Take a screenshot of each website.
- 3) Using your vibe words, which colors speak to you as feeling like those words? Circle them on each of the screenshots.
- 4) Go to [canva.com](https://www.canva.com) or any other graphic design websites and try to match each color. You can do minimized screens to line them up. Once you decide on your colors, write down the 5-digit color code (it will help you tons when you're building out your website). Make sure you pick out your main font color, header colors, logo colors, etc.

Color 1:

Color 2:

Color 3:

Color 4:

You can also use these for social media graphics when you're ready to keep everything consistent.

STEP 3: YOUR COLORS



If you're needing some additional inspiration, here is a fun tip. Go to your local hardware store and visit the paint section. Those handy dandy strips of paper with paint colors can provide the perfect inspiration for your logo, website and bedroom!

I recently visited my local bike/hardware/coffee shop (yes it's a real place in Southwest Washington, DC. Following a peppermint tea filled discussion, I was inspired to grab these colors for this branding guide.



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Once you've picked your colors, you can use Canva or any graphic design software to color match. The low tech version is to hold it up to the screen and scroll around until you find a winner.

Make sure you save the color number in a convenient place!

STEP 4: YOUR LOGO



As you're getting started you can keep it simple by using clean font and just using your name or you can amplify it and have someone else design it for you.

If you aren't a graphic designer, don't be afraid. Now that you've done the first three steps, you can better communicate your ideas and vision to a designer. If you know someone or are really excited by a graphic designer, go for it!

This will usually cost you \$100-300/hour and depending on revisions, can cost you \$200-500+. The key is to know what you want, why you want it and to work with a trusted partner (aka a strong referral)

If you're not ready to commit but want a lot of options, you can use websites like:

[fiverr.com](https://www.fiverr.com)

[designcontest.com](https://www.designcontest.com)

[99designs.com](https://www.99designs.com)

You'll pay \$250+ on Design Contest and 99Designs, but you'll have a bunch of options to choose from. The key is to be specific.

Communicate what your vibe, the colors, and logos you like and don't like. The more information you give, the easier it is.

STEP 4: YOUR LOGO



This is the logo I use for my coaching business:



The designer I used thankfully gave me eight version with different colors and backgrounds. They also sent over different file formats. Make sure you save your logo and all of the versions in an easy to access spot. You'll use it more than you think!

Another helpful tip I wish I thought of when I was creating my logo is request a logo with a transparent background. You will have so much more flexibility when creating other graphics and documents. It will also look 10x more professional. Nothing is worse than an obstructive colored text box to ruin the mood!

The key is ask for what you want and share what you need it for.

Make a list of your favorite logos below:

STEP 5: YOUR TAGLINE



This is the last step and optional. I want to include it, so you can think about it. Your tagline is a one-line phrase that captures who your company is and what it does. It helps to provide clarity and a focused message.

For my podcast, The SpitFire Podcast, I use the tagline **“Uncovering Your Truth and Fire One Conversation at a Time.”**

If you have a dog walking service, let's say your company is Barksville Dog Walking. Your tagline could be Leashed Walk Unleashed Play for Your Furry Best Friends.

Here's a quick tip to creating a tagline.

$$X+Y=Z$$

X= What you do/Who you are

Y= Who you serve

Z= The Magic

You can also just use X and Y for your tagline. Play around with and ask for feedback from your target audience!

Once you've taken care of your 5 Steps, you can really focus on building out your website, marketing copy or social media posts. This is your framework for brand consistency. If you've had trouble or questions on any of these steps, please feel free to contact me for a Strategic 50-minute session. www.laurenlemunyan.com/menu

ABOUT LAUREN LEMUNYAN

THE SPITFIRE COACH



This SpitFire Coach teaches creative entrepreneurs and passionate professionals how to streamline their focus, reduce stress and make magic happen. Lauren incorporates a fun, direct and intuitive-based coaching process to build clear, concise and creative strategies in marketing, branding, operations, hiring and business development. When she's not combating gremlins and energy blocks, Lauren spends her time in Washington, DC with her personality-packed English Bulldog, Rico Suave where she also produces and hosts a weekly business-focused podcast - The SpitFire Podcast. And if that isn't enough fire spitting, she can be found up and down the East Coast performing on stage as the Bluegrass-Americana Rapper, JRZ FRSH.

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