

# 4 Steps for High Value Brand Building

**WHAT CAN'T  
YOU STAND**

**WHAT DO YOU  
WANT TO BE  
KNOWN FOR?**

**WHAT ARE YOU  
KNOWN FOR  
NOW?**

**HOW WILL YOU  
BRIDGE THE GAP?**



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# Brand Building Context

What is it that you want to be known for? What is your brand's identity? What do you want people saying about you and your professional reputation?

We will help you uncover the answers to each of these very important questions with our four step process for branding identification.

Here are the four critical steps to building your brand:

1. **What can't you stand?**
2. **What do you want to be known for?**
3. **What are you known for now?**
4. **How will you bridge the gap between the two?**

## **Step 1: What Can't You Stand**

When you see it in the marketplace, what is most off-putting? When you see it in your ecosystem, what is that you can't stand? What things do you hope are never said about you? The reason we start with what we can't stand, is because that helps us identify what we stand for.

This line of thinking also helps us heighten our self-awareness and identify how we may come across with those in our professional atmospheres. This step is the catalyst to building a top-notch plan to grow your brand and intentionally expand your influence.

## **Step 2: What Do You Want to Be Known For?**

On your tombstone, what do you want people saying about you? What would you like people saying about you at your funeral? What will people say you are all about? What do you represent? We know those are deep questions, but it is imperative that we unpack those answers so we can make sure to lead a life worthy of living.

Ultimately, we know that values drive behavior and catalyze action. If we don't make time to identify what we want to be known for, we'll surely end up somewhere else. This is what we called the "Desired Reality" portion of the planning process. Make sure you are crystal clear on what you want your brand to be, and why.

## **Step 3: What Are You Known for Now?**

This is the step that requires the most courage. It also requires some emotional intelligence to fully come to understand how we come across today. What is that people say about us currently? How do people connect with how we interact, and how we communicate today? The answers to these important questions lie in an EQ growth technique we created called the "How Do Others Experience Me Experiment." To gather this information, simply ask three people you trust, and ask them for their honest feedback. The question to ask is this: "What is one thing I should change to enhance how I am perceived".

When they are answering this question, make sure they tell you what you need to hear, rather than what you want to hear. The key to your branding success lies in the answer to this question. Remember, we all have blind spots and what we don't know often keeps us from knowing what we need to know. Get some good answers to this question and you'll be able to launch into step four.

## Step 4: What Will You Do to Bridge the Gap?

When you know what you want to be known for and what you're known for now, you can start to build a plan to get to your desired reality. To build your roadmap, think about what little things you can do consistently (daily or weekly) that will align your actions with what you want your brand to be.

We call this the application of the slight edge theory, meaning that when you do the little things consistently with excellence over time, over time it adds up to big results. Be intentional and diligent with your execution, and people will notice the changes.

# Branding Summary

Develop crystal clear answers to these four questions, and maybe (just maybe) you'll make it so that they won't have to lie at your funeral.

In all seriousness, the implementation of these four steps will start to generate the type of feedback that you want to hear. Your reputation will finally begin to align with what you want to be said about your leadership impact.

Don't waste another day being unclear about your values and your brand. Build your plan today and start your slight edge execution tomorrow. Remember, it is just your reputation that is on the line...