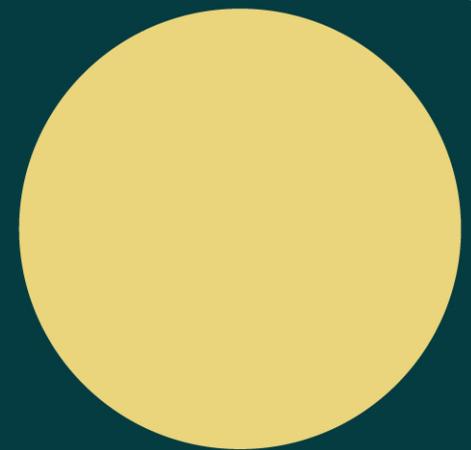


Better Branding = Bigger Business

IT'S TIME TO LEVEL UP!

BIZZYBIZZY[®]

helping undiscovered founders
accelerate their brands.



BIZZYBIZZY[®]
YOUR BRAND ACCELERATED



Mary Jane Connor
Partner, Creative Director

www.bizzybizzycreative.com



TODAY

- Clarify brand definitions
- Check out 25 elements of a brand
- Discuss how better branding helps you attract, recruit, retain the people you need to grow your business.
- Take away actionable items to do better branding

a brand is a reputation.

BIZZYBIZZY®



**Branding is
any effort to
make what
you are selling**

**more than a
mere
commodity.**

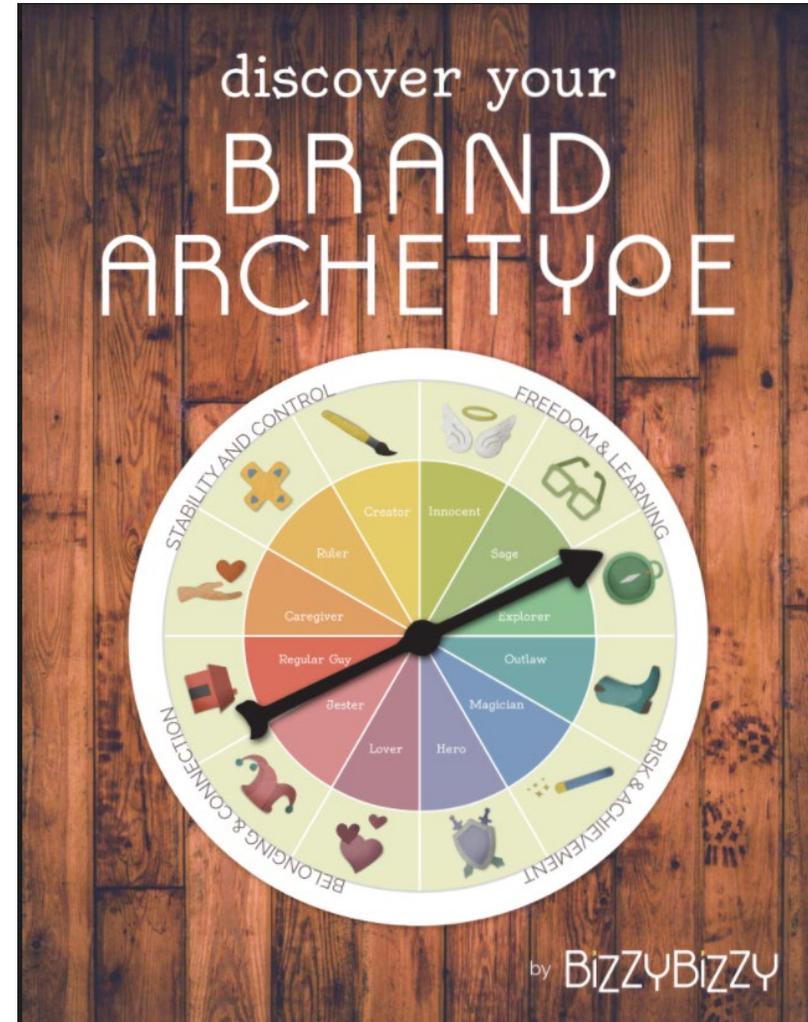
BIZZYBIZZY®



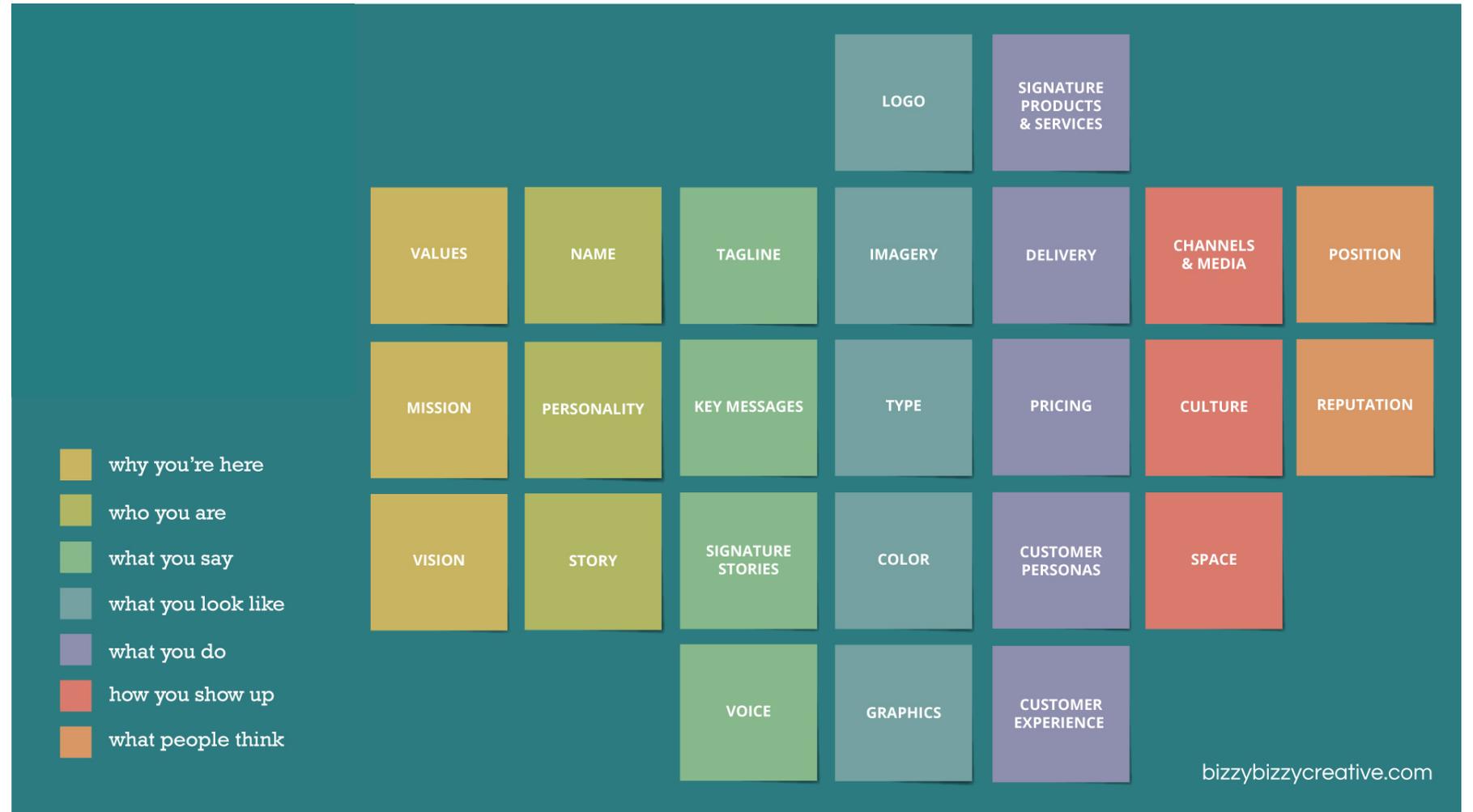
BRAND ARCHETYPES

- Carl Jung – Jungian Psychology (1940s)
- “The Hero and the Outlaw” (2001)
- 12 character archetypes

BIZZYBIZZY®



25 elements of a brand



BIZZYBIZZY®



LET'S LEVEL UP!

we are embarking on an entrepreneurial journey.

every product we create, every service we provide, is built on a concept.

that concept is solidified with your mission, vision, and values.

you are not just selling your products, you are “selling” your concept.

you don't want people to just buy; you need them to **buy in**.

BIZZYBIZZY®



LET'S LEVEL UP!

Your mission, vision, and values are the first elements you need to continue on your entrepreneurial journey.

BIZZYBIZZY®



LET'S LEVEL UP!

- Your **mission** is what you are setting out to do. Why you show up to work everyday.
- Your **vision** is how you want your business to affect the world around you. It's aspirational.
- Your **values** are how you operate and treat the people and beings that engage with your brand.

CHALLENGE #1

ANSWER AND DOCUMENT THE FOLLOWING....

- what problem are you solving? (think about when you first become interested in your product or service. what drew you to it? why did you decide to create it?)
- describe in 3 adjectives the most important characteristics of your products or services. (i.e. long-lasting, economical, eco-friendly)
- describe your ideal customer with 3 adjectives (active, busy, fit)

YOU HAVE 5 MINUTES TO COMPLETE THIS CHALLENGE...

BIZZYBIZZY®



CHALLENGE #2

BRANDLIBS

[YOUR COMPANY] makes/provides **[adjective describing your product]** to **[problem you are solving]** for **[client/customer adjective]** people/pets/etc.

YOU HAVE 2 MINUTES TO COMPLETE THIS CHALLENGE...

BIZZYBIZZY®



MISSION ACCOMPLISHED!
YOU'VE EARNED A STAR!



you have completed
your mission.
with this important
element, you will bring
clarity to all aspects of
your business, for
everyone involved.

BIZZYBIZZY®



CHALLENGE #3

ANSWER AND DOCUMENT THE FOLLOWING...

In 5-10 years, **[your company]** will change **[your industry or our community or the world]** by [...].

YOU HAVE 4 MINUTES TO COMPLETE THIS CHALLENGE...

BIZZYBIZZY®



HINTS

A computer on every desk and in every home. – Microsoft

One day, all children in this nation will have the opportunity to attain an excellent education.- Teach for America

In 5-10 years, **[your company]** will change **[your industry or our community or the world]** by [...].

BIZZYBIZZY®



congratulations! you
crafted the start of a
vision statement. you
now have a prize for
your eye. your beacon in
the future.

VISION ACCOMPLISHED!
YOU'VE EARNED A STAR!



BIZZYBIZZY®



CHALLENGE #4

SHARE YOUR MISSION AND VISION...

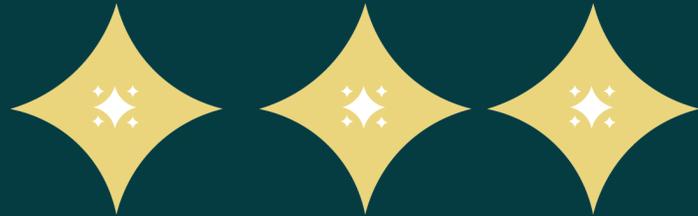
You will be transported to a breakout room where you will meet another person. Introduce yourself offer your mission and vision. Ask for feedback. Do they get it?

YOU WILL HAVE 5 MINUTES TO COMPLETE THIS CHALLENGE...

BIZZYBIZZY®



**MISSION AND VISION
SHARED!**
YOU'VE EARNED A STAR!



i like mission and vision statements to be short, easy to remember, and easy to grasp. like one sentence without jargon.

BIZZYBIZZY®



CHALLENGE #5

CLICK THE LINK IN THE CHAT...

After the presentation, complete your core values card game.

TAKE AS MUCH TIME AS YOU NEED. YOUR VALUES WILL HELP YOU GREATLY ON YOUR JOURNEY...

BIZZYBIZZY®



VALUES INITIATED!
YOU'VE EARNED A STAR!

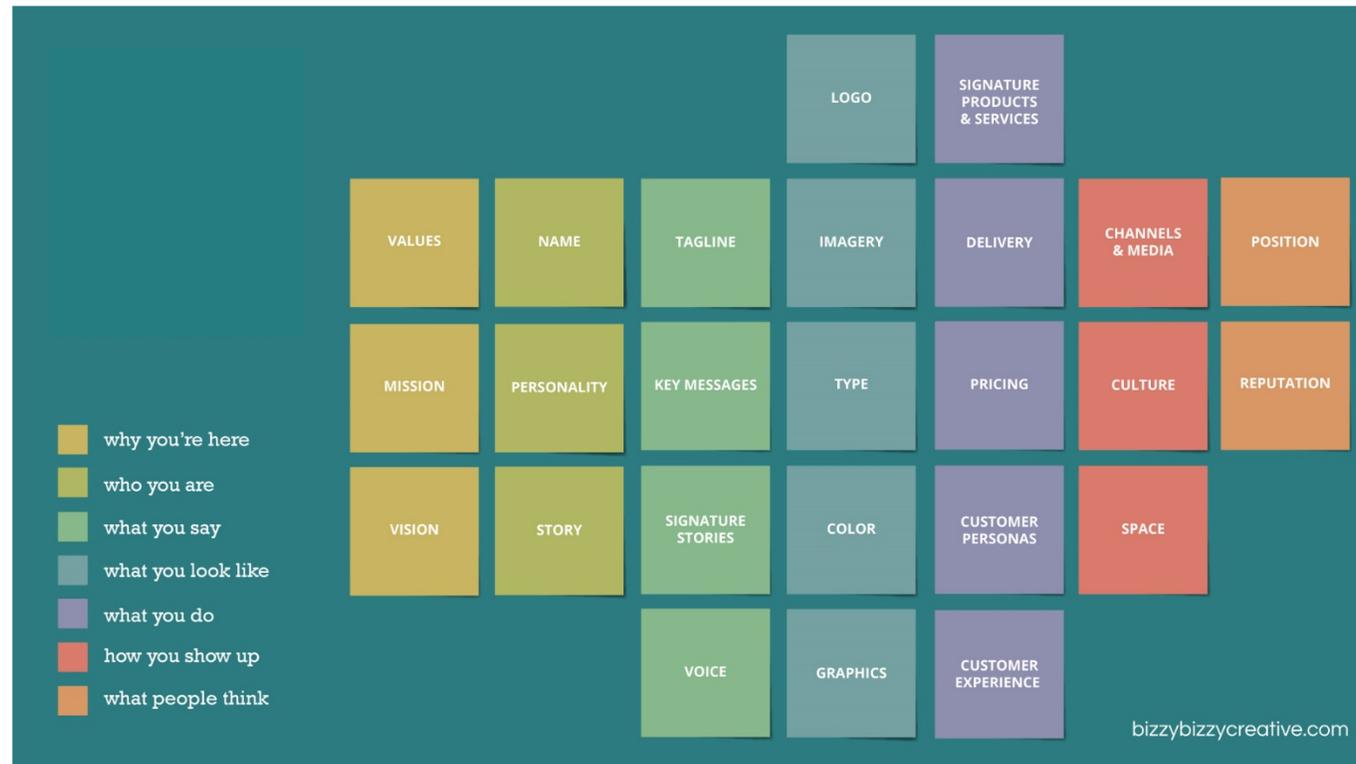


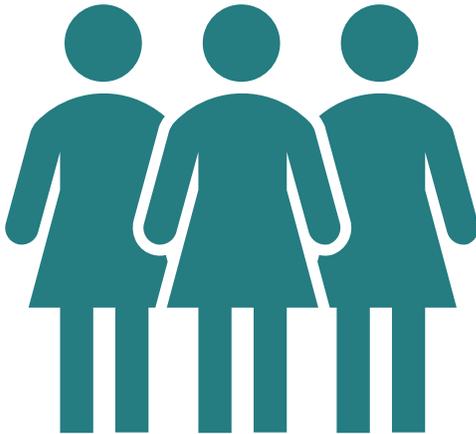
BIZZYBIZZY®



FINDING YOUR CREW

WHY YOU'RE HERE





THE INVESTORS

- Mission/Vision: Need to clearly and quickly understand how and why
- Values: Similar values may be desirable for you and them

It is amazing how entrepreneurs come up with a 'cool idea,' but they do not tell us what the pain point is—other than the fact that they think it's cool." – Jeanine Swatton

"10 Key elements of a Perfect Investor Pitch"-Entrepreneur Magazine



SUPER EMPLOYEES

- Mission/Vision: Know what they are doing everyday and why
- Values: Align values with recruits for better company culture

mission-driven workers 54% more likely to stay at a company for 5 years.

-Forbes, [The Importance of Having a Mission-Driven Company](#)



FUN PARTNERS

- Mission/Vision: Know what they are doing everyday and why
- Values: Aligned

“My business partner and I are totally aligned on our mission, vision, and values. We know what we are working for, together, everyday. If we disagree, we can come back to our core mvv and come to a solution that makes sense for the business.”

-Mary Jane Connor, Bizzy Bizzy



CUSTOMERS!

- 64% of consumers say shared values create a trusted relationship with brands.

“Company culture is the complement to customer mores, the rules that determine how customers belong to tribes. The best way to shape company culture is to encourage adherence to a set of values.”

-Marty Neumeier, The Brand Flip

**ATTRACT YOUR
PEOPLE BY LEVELING
UP YOUR VISUAL
IDENTITY AND
BRAND VOICE**

BIZZYBIZZY®



CHALLENGE #6

SHARE AND TELL: WHAT PRODUCT HAVE YOU BOUGHT FOR THE LABEL? SHARE IN CHAT.

YOU WILL HAVE 1 MINUTE TO COMPLETE THIS TASK.

BIZZYBIZZY®



MARKET RESEARCH!
YOU'VE EARNED A STAR!



BIZZYBIZZY®



HOT TIPS!

- Professional designers should ask you about your mission, vision, and values before designing.
 - Color theory/psychology
 - Typeface
 - Tone of voice
- Test your ideas on your social media channels or even with friends and family who might be your target.
 - Make sweet color palettes at [colors.co](https://www.colors.co)



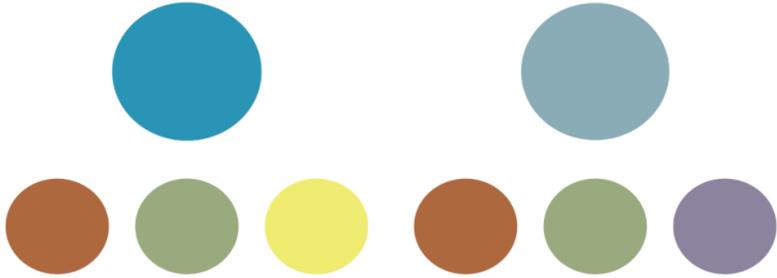
BIZZYBIZZY®

 Published by Mary Jane Connor · January 23, 2020 · 

Feel like taking a quick break from your daily life? Help a small body care product business pick out their brand colors! Read their mission and vision. They want to provide affordable products that make women feel like they have a little spa treatment every day.

Mission: _____ empowers women to appreciate life daily and care for themselves with safe, chemical-free body products.

Vision: Envisioning a world where every woman can take time time to relax and repl... [See More](#)



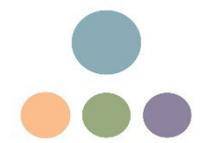
291
People Reached

98
Engagements

[Boost Post](#)

 1

18 Comments





THE INVESTORS

ATTRACT WITH YOUR VISUALS

GET FUNDED

Candice Matthews Brakeen – Design attracts her first, Lightship Capital

Jonathan Ellis – Your pitch deck needs to be the most interesting thing we see all day.



SUPER EMPLOYEES

ATTRACT WITH YOUR VOICE

HELP WANTED

Write for your values.
Write with a tone of voice you use at work.
Write for your culture.

And you will find your super employees!



CUSTOMERS!

ATTRACT WITH YOUR VISUALS

GET BUYERS

“Brands were chosen 2X as frequently when they were in an appropriate font relative to when they were not.” – Journal of Business Research

STORY TIME!



BIZZYBIZZY®



**INVEST IN STRONG
BRANDING – MAKE
MONEY & SAVE
MONEY!**

BIZZYBIZZY®





SAVE MONEY!

Save by reusing the same ads!

Save on outsourcing. If you have a brand book and creative guidelines, you'll cut back on the back and forth!

A strong brand that is consistently represented both internally and externally can decrease hiring costs by 43%

BIZZYBIZZY®





MAKE MONEY!

82% of investors want companies they invest in to have a strong brand

Consistent branding across all channels increases revenue by 33%, up from 23% in 2013! Study done by Demand Metric and Lucid Press

BIZZYBIZZY®



CONGRATS! YOU'VE LEVELED UP!



BIZZYBIZZY®



QUESTIONS?

Mary Jane Connor

Partner, Creative Director

maryjane@bizzybizzycreative.com



BIZZYBIZZY[®]

YOUR BRAND ACCELERATED

