

# Branding Basics: The Three Questions

## Who are you? [ the easy one ]

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## What do you offer? [ keep it simple ]

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The simpler this answer is, the better. Unless you are Walmart, trying to identify yourself with too many different offerings, especially unrelated ones, will dilute your brand identity. This dilution makes your brand less powerful in the eye of your ideal customers. An alternative solution is to separate extra offerings off from your core business, and give them their own branding strategy.

## Why does it matter? [ particularly to your ideal customer ]

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Describe what makes your offerings really matter to your ideal client, and what they need to believe about you. Think about what differentiates you, who your ideal client is, and what can make you irreplaceable in the eyes of your clients. Branding is all about developing a unique identity that really matters to the client. It may have nothing to do with the product or service itself, it may have to do with the experience you provide, or the culture or “tribe” you develop around your company and offerings. It may even be all about style or lifestyle. The important element is what will develop the brand attachment to your company and to no one else. Developing customers that have an emotional attachment to your company’s brand is your Holy Grail. That builds your strong customer base that will find a cheaper alternative not an option, a competitor’s special promotion not worth it, and their referrals absolute gold.