



ICONIC DETAILS

THE 3 PERSPECTIVE POINTS TO AN ICONIC BRAND

When designing, strategizing and marketing your brand, it is important to consider three distinct “perspectives” or view points.

1. Your Front Row - Many experts refer to this perspective as “your ideal client.”

Personally, I like to call it your front row. Concerts, fashion shows, conferences and other similar events reserve the front row for special guests such as family members, VIPs, press clients & vendors. *Who do you want sitting in YOUR front row?*

Think of your favorite clients, the ones who seem to just get you. Who were easy to work with, transformed the most and became your raving fan for referrals. What challenges did they face prior to working with you? How did you or your company help them overcome these challenges? What specific results did they walk away with? What specific characteristics made them so ideal to work with?

I want you to not only think of the clients you’ve worked with, but play and visualize your dream clients and projects. Whom would you love to see in your front row? Whom would you grant immediate access to?

2. Your Brand - I find many business owners mistaking themselves as their brand. Your brand should be its own unique persona, with its own consciousness, values, beliefs, goals & actions. It should have its own mission and vision for its future. You and your brand should complement one another but not be one in the same.

To continue my metaphor, think of your brand as the MC who introduces you to the stage. How would it introduce you? What would it say about you? How do you want it to excite your audience? Set the tone and deliver and what they can expect from you?

Consider your brand’s voice, tone, delivery & message.

3. YOU! - With your brand introducing you to the stage, how will you present yourself to your audience? Especially to your front row.

Think about the your visual statement. How do you want to be perceived? What statement would you like to make with your appearance? How to conduct yourself and communicate with your audience?

Finally, consider consistency & cohesion. Make sure these three perspectives are all at the same show. Just be conscious that each perspective point is appropriate and fluid with the others.

.....

I INVITE YOU TO JOIN MY PRIVATE
FACEBOOK COMMUNITY
[@IconicDetailsCommunity](https://www.facebook.com/IconicDetailsCommunity)

Where branding is something to **BE**, not something to do.