

Professional Floral Communicators – International
presents

Creating Brand 'You'

Developing Your Professional Image



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What is a Brand?

- Characteristic or distinctive kind
- Goods identified by name as the product of a single manufacturer
- Company/product name; unique identifier such as logo/trademark
- Identifiable entity that makes specific promises of value
- Process of creating emotional attachment to products/ companies

The ability to communicate to the world what is unique about you or your company

Defining the Brand Concept, 1 of 2

Brand essence the core belief or mission of the brand.

Brand awareness people recognize your brand.

Brand recognition they remember your brand.

Brand recall are reminded of your brand when given a product category/need or other cue.

Brand preference the consumer prefers your brand over competing brands.

Brand success is making a connection with people that communicates a distinct advantage.

Defining the Brand Concept, 2 of 2

Brand image the perception a consumer holds in their mind when they think of your brand.

Brand visual the look and feel of your brand.

Brand loyalty when an active purchaser continues support of a specific product or service

Brand management adjusting the brand to ensure the market's perceptions are what you intend

Brand Implementation Internal positioning the brand inside your company. External consistent message projected through all media to identify your brand.

Creating Brand 'You'

Requires the ability to communicate what your brand distinctively stands for using as few words or images as possible.



Branding is About Perception

- Creates trust and an emotional attachment
- Builds name recognition for your company or product.

You can create market share, the consumers preference for you/your product,

by building mind share, the ability to make the consumer think of you first,

as the first step of developing customer loyalty.

Why Brand?

- To differentiate
- To build customer loyalty
- To gain mind share and market share
- To connect with the customer
- To increase profitability

People attach to brands just like they do people, first emotionally and then logically.



Know What Affects Your Brand

Safeguard your brand with an honest evaluation of:

- Personality
- Financial Stability
- Punctuality
- Reliability
- Communication Skills



If you were hiring or purchasing, would you select yourself or your product?

Evaluate Yourself As A Brand

- Strengths, weaknesses, and opportunities
- Market influences
- Reputation
- Delivery of promises
- Goal based direction
- Network of friends and associates
- Ability to keep it all together



Plan the Brand

- What makes you special?
 - List 3 - 5 unique characteristics.
 - Who would have need of those?
 - How would you reach them?
- Where do you want to go?
 - Write down 1, 5, & 10 year goals.
 - Be specific about your own needs.
 - What pursuits would fit into those goals?
- How do you plan to get there?
 - Does that require additional training?
 - Financial planning?
 - Develop the message.

Focus the Brand

- Multiple impressions from different media sources motivate prospects to buy more effectively fewer impressions from one medium.
- Develop a combination of print, direct mail, web accessibility, public relations, and sales presentations communicating one consistent message.



Brand Boot Camp

Here's where the work begins:

What is the personality of your product?

What's your:

- Billboard?
- Cocktail line?
- Blurb?
- Introduction?



Take a good look at what the consumer sees.

What signals do you send?

Survey your friends/family/customers.

Picture the end result you want to achieve.

Adjust the information to deliver that message.

Identify the Personality of Your Product

- The soul of your company
- The purpose of your product
- The mission statement of your work
- Who will identify with you / your product



How can you connect with people that share your vision?

What contacts do you already have?

What's your billboard?

When people pass you quickly what do they see?

- Dress
- Mannerism
- Behavior
- Energy



People often react to their first impressions.

Observe yourself through video to see what others see. Make changes that are consistent with your goals.

What's your cocktail line?

10 – 15 words that you can use to quickly introduce yourself at a party.

"I'm a floral designer. I travel to communicate design instruction for the use of flowers."

When you connect with people in your industry ask for referrals.



What's your blurb?

If you were writing for a magazine, how would you describe yourself in 25 –30 word tag line at the end of the article.

Ardith Beveridge, AAF AIFD, PFCI is a floral communicator and instructional designer with over thirty years of design experience. She is the author of many industry related books and video tapes.

Add this info to articles, handouts, etc.

What's your introduction?

Write a condensed bio about a paragraph long helps the person introducing you do so quickly and efficiently by just stating the basics.

Jeff Corbin, AAF, AIFD, PFCI has been actively involved in many different segments of the floral industry. His experience as a retail florist, instructional designer, and floral communicator has expanded his insight of change within the floral market. Jeff especially enjoys communicating the latest design techniques and trends as they apply to retail florists.

Provide both your full bio and the condensed intro for introduction purposes.

What's your logo?

A name, symbol, or trademark designed for easy and definite recognition.



- Human brains retain visual images longer than verbiage
- Be sure the logo portrays the personality of the brand

Marketing Your Brand

Connect with your customers via:

- Advertising and Promotion
- Personal Presentation
- Direct contact
- Technology



Advertising and Promotion

It is a good idea to include both the advertising of products/services via media and the promotion of products/services directly to the end consumer.

Advertising attracting public attention to a product or business.
Paid announcements in print, broadcast, or electronic media, etc.

Promotion an activity that promotes the acceptance of a product.
In-store events, product demos, free materials, personal appearances, book signings, etc.

Advertising involves getting the general message out while a promotion is a direct contact with the consumer.

Personal Presentation

Evaluate the image you project

- Manner of Dress
- Health and Hygiene
- Behavior public and private
- Language
- Network of friends
- Work Ethic



In the mind of the consumer, you are what they see.

Direct Contact

- **Seminars** One way to reach is to teach!
People love to learn. Become a resource.
- **Telemarketing** Mass calls on products and services or on a personal level, making cold calls.
- **Direct Mail** Mass mailing of flyers, brochures, postcards, newsletters.
- **Trade Fair Booth** Provide handouts, show video, etc.
- **Volunteer Work** with industry groups of accomplishment.

Technology

- **Website** A resource of information about you or your product
- **Email Network** Regular contact with likeminded professionals
- **E-newsletter** Monthly updates and general information
- **Audio, Video, CD, or DVD**
- **Virtual community**

Blog weBlog; personal journal.

Wiki a website that can be edited by anyone.



Position the Brand

Time to put the plan in action.

Outline your plan on paper:

- **Mission Statement**
- **Statement of Goals**
- **Timeline**
- **Marketing Plan**



Develop a Public Relations Kit:



PR Checklist:

- ✓ Bio
- ✓ Intro
- ✓ Photo
- ✓ Travel plans
- ✓ Brochure
- ✓ Article copy
- ✓ Sales Items
- ✓ Paperwork

As a Floral Communicator

You are the company

- Your knowledge and ability are products
- Your purpose is to promote other entities (sponsors)

Define your targeted audience

- Identify your area of expertise
- Fill a void in the marketplace

Develop your brand and promote it

- Present yourself as a professional at all times
- Require that you are paid per your value at all times

Consider the Image You Project

- **Image** perceptions or labels other people attach to us.
Occupation, Income, Race, Religion, Age, Nationality.
- **Visual Image** aspects of our physicality that people see.
Physical appearance, dress, manner, body movements.
- **Spoken Image** how effectively we convey our message.
Use of words, sound of voice, and body motion as we speak

Determine Your Interests

Stage Programs
Allied Events
Wholesale Shows

Media Spokesperson
TV/Radio
Written Editorials
Product Endorsements

Local Community
Civic Groups
Municipality Boards

Seek those opportunities.

Become the Brand

- What type of speaker would you like to be?
 - Whom do you consider a good speaker?
 - What special qualities do they have?
 - Which of these qualities do you have?
 - Which qualities could you acquire?
- List your speaking strengths.
- List your speaking weaknesses.
- Describe your personal speaking style.

Time Management

- Find a good balance between
 - Regular employment
 - Adjunct engagements
 - Personal/family commitments

- Organize your own system
 - Appointment book
 - Computers/email
 - Continuous Education



- Be efficient with the time of others

Your job starts the moment you step off the plane
Be conscientious

Utilize the Goals of a Speaker

- Make contact; get their attention; develop rapport
- Balance self, audience, and message
- Respect for himself and the audience
- Be spontaneous and open from stage
- Prepare material thoroughly in advance
- Speak directly to the issue
- Respond to the audience

Speech Technique

Define, Develop, Deliver

- The Hook (Opening)
Captures attention immediately
Tells what to expect
- The Message (Body of speech)
Provide at least 3 major points
Illustrate points with info, story, or example
- The Closing (Summary)
How it applies to listener
Issue a challenge

Connect With the Audience

A speaker uses their energy to capture the attention of the audience.
Energy is the force that allows a speaker to reach out and connect with the audience. Vitality; Intensity of expression.

The most common **energy block** is the desire to be perfect.

Energy must be appropriate to the situation. Too much energy and the audience is overpowered and tunes out. Too little energy and they are bored and lose interest.

Enthusiasm can be used as a component of energy.

A speaker's energy will determine how they use their voice, body movements, and facial expressions.

Listen With Your Eyes

Audience Awareness is making contact with and getting feedback from an audience.

- An audience listens to the speaker with their ears.
- A speaker listens to the audience with their eyes.

Speaking should always go both ways. The audience should hear and the audience should be heard in terms of body language, approval, indifference, attentiveness, focus, etc. The speaker should relate to each person in the audience as an individual by paying attention to them, maintaining eye contact, and adapting to their response.

On Being Perfect...Understanding *Stage Fright*

- Stage Fright is a byproduct of **trying too hard**.
- **Panic** is a natural reaction to trying to attain the impossible goal of being perfect.
- **Genuine confidence** comes from a thorough knowledge of your subject.
- Concentrate on **delivering the message** not winning the crowd.
- If you feel **inadequate, insecure, or apologetic** your audience will sense it and doubt your confidence in the message you deliver.

Making the and Sense of It.

Be a professional and be paid as a professional!

Evaluate the worth of your time and be paid for it.

- If you are a shop owner, know what it costs you to operate the store in your absence; be sure it's profitable.
- Be certain the sponsor gets a equitable financial return on their investment in you.
- Investigate current rates. Find comparables. Exceed the customer's expectations based on what they pay you, but always insist that you be paid as the professional you are.

Create brand YOU and the possibilities are endless.

