

# BRAND DEVELOPMENT



## 8 Tips to Develop a Business Brand & Your Personal Brand

Melissa Forziat is a small business marketing coach and event manager with international experience in event and brand management. She is the founder and principal of Melissa Forziat Events and Marketing. Here are some of her best tips to develop a brand for your business as well as your own personal brand.

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# BUSINESS

## 3 Tips for Developing Your Business Brand

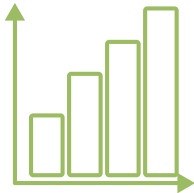
Every business needs a clear brand. How do you develop it so that it speaks to your target audience? Try these 3 tips:



1. Focus on what resonates with your audience, not just what you like. How do they perceive you? Solicit feedback and try to understand their perspective on how you do things.



2. Find out sooner than later. It'll be easier to pivot and adjust your message if you address it early on.



3. Be ready to adapt and change. Be open to honest feedback and use that information to improve.



# PERSONAL

## 5 Tips for Developing Your Personal Brand

Believe it or not, having a personal brand is just as important. It's how you set yourself apart and stand out amongst your peers. Think about it: You won't always be the most qualified or experienced person in the room. That's where your personal brand comes in. Start with these 5 tips to achieve a strong personal brand.

1

Don't downplay your achievements or experience! Women often have a hard time being tenacious or assertive, but we must learn to ask for what we want and own the value we bring. Understand the value you bring, and shine a light on that.

2

Ask yourself, "Who do I want to be? What do I want to be perceived as?" If we know what we're working towards, it will help us in creating those habits. Those little habits all add up to others' perception of us. We need to know what we're driving towards to making those little decisions.



3

To differentiate yourself from others, think about what your values are. What do you strongly believe in? It can help to look at a list of values online and ask yourself, "Who do I want to be? What's important to me?"

4

Learn to tap into the performance version of yourself. It's okay to be stressed, but when the show starts, salute the judge and turn that energy into being the best you can be in that moment. Your performance side is you putting your personal brand center stage.

5

Ask yourself, "How do I want to sound when I'm talking to people? How do I want to sound in the communications I put out there?" Infuse your values with how you deliver that message. This is your tone.

### Resources

Follow Melissa Forziat at:  
<https://melissaforziatvents.com/>

Learn more about VALUES:  
<https://melissaforziatvents.com/how-to-attract-the-right-customers-part-1-values/>

Learn more about TONE:  
<https://melissaforziatvents.com/attract-right-customers-part-2-tone-of-voice/>



Bonus Tip: Think of someone you follow – an author or talk show host or blogger, whoever it might be. Think about why you follow them and why their content resonates with you more than others who share similar messages. They have a really strong tone.