The 11 Key Elements of a Remarkable Brand Story (Hint: It’s Your Biggest Marketing Tool)

THRIVE BY DESIGN WITH TRACY MATTHEWS

If you’re writing your "About" page or any of the marketing assets about I, I, I and not making it about them, them, them you’re really, really missing the boat. If you’re just listing off credentials and nothing else, you’re not connecting with your dream client.

You’re listening to Thrive-By-Design business marketing and lifestyle strategies for your jewelry brand to flourish and thrive. Let’s get started.

Tracy: Happy New Year. Hey there it’s Tracy Matthews here, the host of the Thrive by Design podcast and Chief Visionary Officer over at Flourish & Thrive Academy. Welcome to episode 130. Hey there, I love the beginning of the year and today I think it’s the second day of the year, January 2nd. I am thrilled to be here today not only to wish you a happy new year but to bring you a very amazing episode that I’m super stoked about. So, I’ll dive right into the topic momentarily, however, I just wanted to say like, you know, this is a great time of year, the beginning of the year is one of my favorite times of any year because it’s an opportunity for us to start fresh after the hectic holiday season. So first and foremost, I hope you had an amazing holiday and you got to spend a lot of time with your friends and family and I hope that you didn’t work too hard. I know as a jewelry designer myself that December always seems to creep up on us and November and December are two of the busiest months of the year. And the beginning of the year is about the first time that we can even take a breath to relax. So, take a deep breath in .... and let it out. Get excited because this is going to be the best year ever. I can already feel it. And we’re going to be kicking off the year with a great episode of Thrive by Design.

So, for those of you that don't know, we've been working really hard over here to make a lot of changes behind the scenes to really serve you better. One question that we've gotten over and over again like, it feels like it’s on heavy rotation. You know that term that they use in the radio world, when a songs on heavy rotation it’s on all the time. Well I feel like we hear this same struggle all the time, on heavy rotation, because a lot of people are really confused about how to really share their story and so what I mean by story is that it goes a lot by your brand story about your jewelry brand and about who you're attracting and all that stuff, goes a lot more beyond just your skillset and your education and techniques. In fact, if you’re only focusing on that you're making a huge mistake and I’m going to tell you why in this episode.
So, today's episode is the “11 Key Elements Of A Remarkable Brand Story” and I wanted to give you a little hint here that your brand story is your biggest marketing tool because it really encompasses just about everything that you do. And I got a little secret because, well I'll share the little secret, it's not so much of a little secret, but I'll share it with you in a second. But first who of you listened to episode 129? I know that it launched the day after Christmas, on Boxing Day for those of you in Canada or other places that celebrate that day, but it's a really great episode and if you haven't listened to it, after you listen to this one I would love for you to listen to it. Episode 129 is all about picking your word for the year. So, if you listened to episode 129 last week and you already have your word for the year or you've done a similar exercise somewhere else, I would love for you to head on over to the show notes and post your word below the podcast episode in the comments. You can also post this on iTunes if you're listening to us on iTunes. The reason I want to know your word for the year is because this is your opportunity to really set the right intention as you move forward in the year and this forms everything that you do so make sure that you listen to it. And after you listen to it, please, please, please share your word with us. You can share it in the comments below the post, you can share it by tweeting at us, you can share it on Instagram, wherever ever you feel. We want to hear, we want to be able to support you so that you can make this intention or this word turn that into the manifestation of your reality for next year and really kick some booty.

Alright, and we have another way we're going to help you do that this year, and that is with our Jewelry Brand Makeover Bootcamp. Every year we love to kick it off with something big and we have our classic boot camp that is just really life changing. For those of you who haven't experienced one of our boot camps or trainings before, our designers are always blown away. So, I highly encourage you to join us, especially if you are someone who's just starting out and you're feeling a little bit overwhelmed by all of the choices you have to make or maybe your jewelry is really awesome and you're trying to sell more of it to people beyond your family and friends and, you're just trying to get more exposure, right? Or maybe you've even like gotten a bit of momentum but for some reason you're hitting some sort of plateau and you don't know why the stuff that you're putting on social media and your marketing efforts aren't really working. Good news because this episode's going to help today with that and all of you. Or maybe you already have a pretty good business but you're trying to really get to that next level. Everything that only that you're going to learn in this episode but how we curate our boot camp is really, really going to help you so I'll hope you're join us for the Jewelry Brand Makeover Bootcamp it officially
starts January 8. So, head on over www.flourishthriveacademy.com/makeover to get in. It's awesome, you're going to love it.

Alright so, I wanted to get started and talk a little bit more about how to create a remarkable brand story but also the 11 keys to that. So, I want to share with you a little bit about why this is so important first because your story becomes the most important key differentiator between you and about gazillion other designers and makers who could be viewed as your competitors but if you have this brand story element down you will like basically be leaving your competition in the dust. It’s not something, something that no one else can be. No one else can be you, and no one else can be your brand. And this is why it's so important. And you also have to remember that most designers and makers, honestly no shame or embarrassment if you’re one of them, but most designers and makers especially in the jewelry industry think that their brand story is their education, their proprietary techniques, all about the product, or maybe their history and stuff like that. But that is not it at all. They’re all related but your missing out because you’re not making your customer the center of the story if you’re only talking about yourself, my friend. And a lot of times a brand story is handled like a resume, I don’t know if you've, you can giggle at yourself if you've done this, but have you ever read like a really boring "About" page on a website that's just like a list of credentials or it's super dry and every sentence starts with "I". I did this, I did that, I did this, I did that. You're like well that's great for you but what's in it for me, like that's sort of what you're thinking. So, if you're writing your brand story about page or any of the marketing assets about I, I, I, and not making it about them, them, them you’re really, really missing the boat because if you’re just listing off credentials and nothing else, you’re not connecting with your dream clients. And this is really all about luring in and attracting more dream clients and getting consistent sales and so this is sort of the first part of it, I’m going to be talking more about it, luring in the dream clients with your brand story in next week’s episode so get excited and mark your calendar because you’re definitely going to want to listen to it. This week is really more about the 11 key elements of your brand story and that might seem like a lot but when you kind of hear how I lay it out you’re going to think oh okay well that maybe seems like some things I have to think about but you’ll have sort of the tools now to kind of get it going which is awesome.

Alright, so I want you to think about it this way you probably have some favorite musicians. So, I have three that I think about all the time and like if I were, like they immediately come to my head. I love a ton of music, but if I were to think of 3 bands or musicians that came to mind that were my favorite it would be Radiohead, Adele, and Lady Gaga. And they're all for different reasons.
So, Radiohead kind of brings me back to a moment in time and I remember I always liked their music and especially like their song Creep that was in the movie Clueless way back in the day. I’m probably dating myself because I’m probably much older than a lot of you. It brings me back to this place in time and I remember when their Kid A album came out, I was like oh my God this is the best music ever. I would listen to it when I was driving around San Francisco, when I lived there. I would listen to it in my studio, it got me super pumped up and inspired. And no matter what, like even to this day when I, over the years, like when I would make Yoga playlists Radiohead would always be on it. Or if I’m creating something to chill out or relax to, Radiohead is always on it. And they’ve become like, Radiohead this band has really become part of my like, chilled out relaxation part of my life that you know maybe some of their music isn’t all relaxing but it still has so much value and I love everything that they put out because I personally think that they are musical geniuses and the things that they do really connect with my soul. So, the next example is Adele who is amazing and if you don’t think she’s amazing like I do, that’s okay no big deal, but Rolling in the Deep was one of my first go-to karaoke songs when I started like actually getting into karaoke more. And it was like a challenge song for me, I was like I don’t think I can sing it but I ended up belting it out and regardless of how I sounded it just made me feel so good because it really resonated and connected with me on a deep level maybe because of what was going on in my life at the time who knows. But anyway, that album 21, was the first album that I really had connected with Adele on but then I started listening to some of her older work like the album 19. When 25 came out man I was blown away and I remember I was on this writing trip to Italy and I had already fallen in love with Adele and I thought she was hilarious and just an amazing singer and so beautiful. Just everything about her was just awesome. That a student of ours, Francine Mancini, mentioned that when I was traveling in this, on this, writing retreat in Italy, that she knew I wanted to travel around and so she had sent me this link to some events that were going on in Verona and it just so happened that Adele was doing a concert and I was like oh my gosh I’m going to Verona, I’m going to see Adele. I went like out of my way hours, and hours and hours, I was in like you know on like the coast of Italy. Took the train into, Verona, and I ended up you know, spending a couple days there and I was so disappointed when it started pouring rain because I had spent so much money on these tickets. And I didn’t feel so bad that I had spent so much money on the tickets when I found out that someone next to me had paid almost double or triple what I spent. But you know I was really excited for the concert and the day of the concert it was pouring rain in the morning and it’s an outdoor stadium but the most amazing thing happened, the skies opened up, even though I spent the day looking for a rain slicker, I didn’t have to wear it. Adele still came on, she started the concert
with a rain slicker over her Burberry dress and she was saying that she was so disappointed because there was a chance they were going to have to cancel the concert because the rain can’t get on the equipment or else it could electrocute and cause a fire and all that stuff. And she came out with a great sense of humor, she was engaging the crowd, beautiful voice and it just made me love her anymore because of her story and how she was really connecting with the audience in her Cockney Italian that was so funny with her British accent. But you know, I will be a fan of hers for life primarily because of that experience, it was amazing because of you know, what I got to see, the personality that I got to see behind the brand. And then there is the wonderful Lady Gaga. So, for those of you who follow Lady Gaga, I remember seeing her on local television probably like 10 years ago when she was just starting out and I thought she was weird, I was like what’s going on here? But there was something about what she was doing that was very different and as she started to become, you know become more popular she launched really amazing albums and then you know, Bad Romance became one of my go-to karaoke songs, it all comes back to karaoke for me, just kidding. I don’t usually sing Radiohead. But regardless you know Lady Gaga has evolved a lot over the years and when she launched this most recent album which was a very different you know, type of album and I know her little monsters or whatever she calls her fans, kind of had some lash back in the beginning but when you sort of like dive in and listen to the music you’re like oh my God this music has meaning and purpose and I can see this journey that Lady Gaga’s bringing us on. And then the thing that really sealed the deal for me, I might a been a huge fan of Lady Gaga, I love her music and I love singing it too, some of the songs, the ones that I can sing, and you know I just watched her movie that’s on Netflix that’s called Five Foot Two and I was just like oh my gosh to see the story behind, how much energy goes into what she does to produce an album, to really appease her fans, to show up. I mean the girls in pain from dancing around and doing all that stuff and she shows up like nobody’s business and even though you might be thinking like what is music and jewelry have anything to do with it, it’s really about how the artist, because we’re all artists, connect with their audience and make their audience the center of attention and you know, Radiohead does that because of the way that they pose their fan clubs, Adele does that because of the way that she engages with her people during that concert she had at least five people in the audience up on stage and also one couple got engaged at that show. So, she does this in so many different ways, and same with Lady Gaga everything that she does is for her fans. So, think about how you can position your brand story making your customer the center of the story, or the hero of the story. Or, make them feel like what you’re doing actually matters to them and we do this by creating a remarkable brand story. You got it?
Alright so, over here at flourish and thrive academy we call your brand story the DSP or the desired sharing proposition that’s actually the long version of it but it contains a couple of components, the purpose of your DSP and the key components of a remarkable brand story really the purpose of it is to create a connection with your dream clients so that you can lure them in. So, if you see those jewelry brands that have customers for life or the big brands the iconic brands they’re all doing this. They have created a connection, an emotional connection with their customers and they’re able to lure them in with everything that they do throughout their marketing and it has to do with how they’re positioning their brand story. And I remember talking with, I mean, this happens all the time, you know, the thing that you know, sets out designers, sets designers apart from other designers when you talk to buyers when you talk to editors, when you talk to all sorts of kind of people, reps, anyone who’s in the jewelry industry who’s actually in the consumer end and you ask them why they actually buy a certain brand for their store or buy directly from a designer or want to represent a designer or cover them in the PR is because is because of their story, like what sets them apart in how they’re connecting. So, we can all do this, and there’s a really simple way to do this, I don’t want you to feel overwhelmed thinking like I can never compete with the big brand because what I do want to tell is that you can. And it doesn’t matter where you are in this stage of your business because what I do now is every single year my brand as a jewelry designer is evolving and our brand at Flourish & Thrive is evolving as the more we get to know you guys and so I just want to remind you that this is not like a destination this is a journey, you’re continuing to evolve your brand story to involve your customers, to become a better brand and to create this emotional connection. And it’s all by remembering what the purpose of your brand story is and that is to create connection between you and your dream clients and to use that to sort of lure them into your brand. And then also I want to remind you that there are several parts of the DSP and you might of heard me talking about this a little bit more in the music analogy but it’s really about creating desire for your brand getting people to share in that desire whether it be like engagement back and forth or to actually buy and share what they’re doing, and then also being able to bring your customers along the desired journey and these are the three main components of the desired sharing proposition which also includes your brand story.

So, let’s talk a little bit more about what makes a remarkable brand story and the 11 key elements of that. And next week we’re going to talk a bit more about how use this in your marketing. So, the key components are your why. Why are you in business in the first place? And you probably heard us talking about this if you haven’t picked up Simon Senek’s book, “Start With Why”. You must read
it, it is the must read. You can also find ted talks on this topic by Simon Senek and so many other things. But this is really, really important place to start because if you're starting with the what, which is your jewelry or the how you do it, your proprietary techniques, you're creating a total alienation with your customers. What matters to them is your why. So, my why and I'm just going to share this with you so you can understand, the reason why I got into jewelry design was actually because my mom died, this is like sounds really crazy. My mom died, I was trying to get back to school and the only major that I could take that would allow me work full time and also go to school full time taking an overload of classes was a European studies major. I really wanted to be a Fine Arts major, but I opted for this European studies major that allowed me to take Fine Arts classes as electives and some of them actually even counted towards the major. So the first class that I took was a jewelry making class and I say this because if my mother hadn't passed away I wouldn't have gotten the grant that allowed me to go back to Mary Mount where I ended up graduating from and I would have never taken that jewelry class because the jewelry class was an elective and I really feel like this is the why behind it but also another deeper why is that it's really important to me having a deep connection to things that I've inherited from my mother and being able to wear those pieces of jewelry but to create some sort of personal connection between a piece of jewelry and my clients because for what I do I know that jewelry is, or the jewelry that I design a very important piece in their life or represents a memory often maybe it's an event like a wedding or maybe it's that time that they went with their grandmother to go get ice cream or you know there's so many memories that jewelry can evoke. It could also be for my clients I get a lot people bringing me stones that they travel with or that they found while they were traveling. So, it could be taking you back to that once in a life time bucket list chance you had to go to Sri Lanka and ride an elephant or something you know. Jewelry is really powerful and important and when you can define your why and why it should matter to your customers this becomes a huge component in your brand story and I want you to remember that.

The next piece might seem really obvious is who you design for or serve. So, a lot of us have this vague idea of who our dream clients are but the more specific you can get the more important and more impactful you will have it. So, you want to be able to dial this person down to a specific avatar or specific person, like a persona I guess is the best way to put it. Maybe it's not a real person but maybe it's like the representation of someone that you would love to sell to. And the way that I've derived mine over the years is it's like basically a combination of multiple people. Me, one of my best friends who's also bought jewelry from me and is a client and loves jewelry, one of my best clients and my best friend. So, if you think about it like that in those terms like it's not that
hard to really like dial in your dream client and a lot of the designers who have
gone through the Laying the Foundation course over at Flourish & Thrive
Academy or Dream Client Intensive have all said could my dream client be me
but with just with more money? The answer is yes, but it’s probably, you
probably need to push it a little bit beyond that.
Component #1 is why, component #2 is who.

Component #3 is the core values that you stand for as a company and the
reason this is important is because if you don’t have strong defining core values
then you likely don’t have a solid footing, as solid I should say, a footing to stand
on. And when you can clearly define your core values, this really helps your
customers connect with what they value to what you value as a brand. So, for
instance, Melissa Joy Manning one of her strong core values is that they have a
sustainability and responsibility core value of sustainability, responsibility and
green practices. Well her customers are very interested in those same things
and that’s one of the reasons that they buy her beautifully designed jewelry and
it’s clearly stated about what she stands for as a company and she’s very
transparent about it. So, also what you stand for as a human being so you might
have other things that are really important to you like maybe animal rescue is
important to you, or maybe raising money for girls who want to go to college
who can’t afford it is important to you. So, make sure that if you have
something that’s really important to you that you stand for that that is clearly
communicated in your brand story and you can communicate why that would
be important to your customers to contribute to your brand. So good example
of this is one of our boot camp coaches and you’ll get access to her if you show
up, is Melissa Camilleri, she has a brand called Compliment, Inc. and her brand
is all about uplift, like when we uplift others we all rise up. I’m getting her tag
line wrong but it’s something along those lines. Anyway, she’s a former school
teacher and her avatar, her dream client avatar is actually a school teacher, but
what she knows is that her teachers that buy from her are really dedicated to
supporting students in their education. And so, Melissa started a scholarship
fund to send underprivileged girls to college and especially those that are first
in their families. So, do you see how this is all aligned, she’s a teacher, education
is important to her, her avatar is a teacher and she’s sending people to college.
And that incorporates not only the core values of her brand but also who she,
what she stands for as a person and a designer.

I also think a really important part of your brand story is what makes you
quirky, different or original or what makes your brand quirky, different or
original? So, for me you always hear me talking about how I love to
sing karaoke, well I always incorporate that in fun ways into my marketing and I
do that for over here at Flourish & Thrive Academy but it’s also incorporated
into my jewelry brand marketing because people are curious about who you are behind the scenes and if you're someone who's someone who doesn't want to be in the forefront think about what makes your brand quirky. A great example of this is Poppin, they design office products, but I love their office products because they're so colorful, they're so different and like they have these ginormous poster board style size post-it's that are like neon pink and neon orange so they've taken like what everyone needs to use every day but made them sort like shout out loud. So, we can all do the same thing with our brands you just have to think about what makes you a little bit different, a little bit quirky, and a little bit weird and connect that.

Number 6 is your mission statement and this is a clear concise just a few words of exactly what it is that you do. So, I read somewhere that mission statements should be no longer than 15 words but many of the best examples are really, really short, like four to eight words. My mission statement for my jewelry business is to create jewelry that connects, because for me it's really important that I'm creating an emotional connection for my clients with what it is I am designing for them. So, you get the picture, I'm not going to go into how to write a mission statement in here or a vision statement, which is number 7.

So, number 7 is where you're going. So, the vision of your company is sort of where you see your company going in like five years. This is sort of like who you want to impact, how you want to show up in the world and sort of where your business is going. So, the vision for my business just to kind of pull it full circle is to make, continue to make people happy with my jewelry and to be able to reach more people by creating a ready-to-wear line of jewelry inspired by custom commission designs. So for me I see, you know, my company growing and also expanding into new categories but it's not where I am yet and you can go much more in-depth I know that other people have you know, charities they want to reach or foundations or different things that they want to do the vision for your company can expand beyond, way beyond the mission but it's really about where you want to go in the next couple of years or so or you know in the grand scheme of things as well.

So, the next part, number 8, as part of your brand story this is getting to more of the what, like your proprietary materials, which I can hardly say, proprietary techniques maybe the style that you design in. These are the important things that you know, are sort of the what of your brand. You design jewelry, you design jewelry that you know has a bunch of rose cut diamonds or you have a bunch of jewelry that has hand hammered techniques like these are all the proprietary techniques and materials, sort of the what that you do. That is
important for your brand story but it shouldn't be the center of your brand story if that makes sense.

The next part of this, number 9, are your points of distinction. This is sort of taking your proprietary techniques and your style or like the what you do and takes it that step further. So, for instance, we have a designer in our community Jeanette Cookson Walker and she has amazing jewelry, she's also one of our boot camp coaches so you should definitely come to boot camp, the Jewelry Brand Makeover Bootcamp. She does sand casting which is a really unique technique where you like actually cast the jewelry molten metal in like a sand model. One thing that she does that's very different than other people who sand cast is that she'll let people collect sand from all over the world or from their special beach and use that for the sand casting technique and one of our coaches for SOS program Inta Ivans or Inta Eichenbrenner I can hardly say her last name, Inta Eichenbrenner, she's one of my good friends and I can't say her last name, actually bought a band from Jeanette, and collected sand, her and her husband Troy collected sand from all over where they were so that is a huge point of distinction that really sets her apart from the other sand casters so it's like taking that next step or maybe you live on you know, an island in the middle of the ocean and you only use a certain type of sea shell in your design, so there's a lot of things that you can kind of pull out that are specific points of distinction that make your brand different and unique.

So, number 10, the next, the tenth element, the tenth key element to creating an amazing brand story really has to do with how you show up for your customer. So, this could be your customer service, your communication, what you're putting out there, how you treat them and ultimately what this does is creates how they feel about your brand. Creates this energy around how they feel about your brand. So that is really important because ultimately what we're trying to do is get to number 11, which is to make your customers the center of your brand which is super important. So, this is basically what ends up getting them hooked on what you do, creating that emotion around your product, getting them to buy into your story and really taking them on that desired journey. So, if we want to think back to those examples of musicians that I talked about earlier in the brand, all those musicians whether it be Radiohead, Adele or Lady Gaga, are helping to hook me and millions of other people into what they stand for in the music industry but also how they're making us feel as we listen to their music and experience their musical desired journey. So, we do this same thing with our jewelry guys so get excited about this. And if your head is spinning don't you worry about it and I want to remind you that this not your About page, this is not your Artist Bio, this is not your resume, this is also not your professional bio, any of those things, artist statement about page,
professional bio, no it’s not that, but it is, your brand story is used to help inform all of those pieces of writing, so it’s really important, this is like the bigger picture of everything that you stand for and then you take, you dial it down and take little bits and pieces of this to write all the content, all the marketing material that actually helps you connect with your dream clients and eventually lure them in.

And to highlight this I’m going to wrap it up with two other examples so example number 1 is a brand called Soliloquy Jewelry and I love what Karen's Scully does with her marketing. She’s a genius. She has like probably hundreds of thousands now on Instagram. When I first started following her she had about ten thousand and it’s crazy. She used to sell all of her jewelry through Instagram and Etsy, she’s recently moved over to website which I think is a smart move and her designs are constantly sold out because of the way she positions her brand. She keeps people, her dream clients, in the loop. She’s always showing them behind the scenes, hooking them on where she's traveling, what she's doing behind the bench, other things that are happening in her life and you feel like you know so much about this brand just through visual imagery. And when she puts stuff out to actually sell it when she's like released a collection or whatever she sells out right away, like within hours sometimes I’ve heard. It’s pretty amazing and boom, she’s ready to go people are there ready to buy it because they're, they can’t wait because they love her so much. And then another like really well-known example is someone like Jennifer Meyer Jewelry who does a lot of personal kind of style jewelry. So, her you know, people are following her on her brand journey because she has a lot of connections to celebrities and you know, all this, the top celebs are wearing her work. Part of that probably because they're her friends but then also because of, she’s had great connections with editors and stuff who’ve been able to place the designs on these celebrities. But she's also a mom and is really dedicated to family so a lot people that collect Jennifer Meyer Jewelry are moms, they have a family, she leverages the two audiences, those who are celebrity obsessed and also those who are mothers to really sort of wrap them in to the types of designs that she creates. So, there’s a lot of way you can do this guys, regardless of what your brand is. Soliloquy, Karen Scully, Soliloquy jewelry is very different than Jennifer Meyer and your brand is probably too. So, I want you to think outside of the box about how you can really create a compelling brand story.

No worries though guys because we are going to help start dialing this in right away so come join us for the Jewelry Brand Makeover Boot Camp. Head on over flourishthriveacademy.com/makeover and we're going to help you start attracting more of dream clients, start luring them in to help you go from aspiring to rising so that you, you know, are really all this effort that you're
putting in is worth it. We're also going to help you kind of crush any insecurities that you might feel about putting yourself out there or lack of confidence to know that you can get more sales and also get noticed and fall in love with your jewelry business if you've fallen out of it. I know that I have several times over my career and it's nice to fall back in love with your business. And also, ultimately, we're going to help you create a crave worthy brand that everyone's talking about so that you can create emotional connections with your potential clients and also remember get to this core that people don't buy jewelry because they need it, they buy it because of your brand story. So, we're going to walk you through some of the steps to getting there so I really hope that you'll join us, it starts January 8 but sign up now because we're already having a pre-party in the group [www.flourishthriveacademy.com/makeover](http://www.flourishthriveacademy.com/makeover). I promise you're going to love it; it's going to be an amazing opportunity for you to really rock it out this year in 2018. Alright you guys, Happy New Year again, thanks so much for listening and I'm excited to support you in 2018, let's do this.