



# 3 Secrets to a Sustainable, Successful & Scalable Brand

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"Your brand is a gateway to your true work. You know you are here to do something – to create something or help others in some way. The question is, how can you set up your life and work so that you can do it? The answer lies in your brand. When you create a compelling brand you attract people who want the promise of your brand – which you deliver."

– Dave Buck

**Your brand is about your message, your why, your ideal clients and your brand values...**

*Let's discover yours, together.*



### **Hollie Ellis, Hollie Ellis Design**

Hi, I'm Hollie, a brand designer for service-based female entrepreneurs with over 13 years experience. I work with a variety of clients, from multi-million turnover companies to small business owners worldwide.

I'm really passionate about branding and how it can help female entrepreneurs up-level their businesses, mixing brand strategy with design.

When I'm not designing, you can find me baking cupcakes and being Mum to my furbaby, an energetic cocker spaniel called Lionel.

# Secret #1: Clarity

13 years of working within the design industry and I hear the same thing over and over again... Everyone thinks branding is their logo, colours and fonts and they really get caught up in these details as well. The reality is, branding is SO much more than that. Yes, it does include your visual brand, but before even looking at that side of things, you first need clarity around your brand as a whole - your message, story and content. You need to give yourself the time and space required to dive deep into what your brand is all about - the heart, soul and inner strength of your brand, so you can be the guiding light for your ideal clients.

If you don't have clarity around your brand, how will others know what your brand is all about **and** who it's for?

SOME OF THE MOST IMPORTANT AREAS YOU NEED CLARITY AROUND ARE:

YOUR BRAND VALUES

YOUR PERSONALITY

YOUR IDEAL CLIENTS

YOUR MESSAGE & STORY

**Your brand values are the backbone of your business and life.** They help you inject YOU into your brand (along with your story and personality). They represent the inner strength of your brand and once you are clear on what your values are, they can support you along your branding journey, including content creation and getting your message out to the right people - **your people**. Your values set the tone for your visuals too, including colours, fonts and branded photographs.

**Your ideal clients - they are the people you LOVE working with and they love working with you.** Why? Because you understand them, you can relate to them and you want to genuinely help them and feel called to do so too. You are passionate about helping them get closer to their dreams and desires.



Clarity around your ideal clients will help you tailor your services specifically to their needs so you can bring value to them and help them transform their lives. So with this in mind, you really need to know **who** your ideal client is, so you can help them as much as possible. This means creating a much more insightful profile, looking at where they live, where they shop, their hobbies and interests, what their values are and so much more.

**Your personality is what makes a stand out brand.** One of the questions I ask all the time is, 'who are you outside of your business?'

This can sometimes be a tough question to answer, because it may be you're just so passionate about what you do, that you can't think of anything you love outside of your business...

In order to get more of YOU into your brand, you need to know who YOU are, your hobbies and interests - your personality. If you love going on hikes in your spare time, or you love going to the beach, this is something you could potentially bring into your branding. If you love baking (I mean, who doesn't love cake, right?!), you could bring more of that into your content so people can resonate with you on a more personal level and get to know you, the person behind and within the brand.

The more you let your personality shine, the more your audience will be able to connect with you.



**Your core message is that one really important message you believe needs to be heard, which will make a difference to so many people's lives.** I know you are passionate about what you do and what you want to get out into the world, which is why clarity is needed around what your message is.

If you don't have a message, you keep changing it or putting out mixed messages within your content, no one will know what you stand for and the recognition you desire for what you do and who you want to help won't be there.

Every successful brand has a clear and concise message, which they share on an almost daily basis. So what is yours and how often are you sharing it?

Let's take DARETOGROW as an example. Lisa's message is:

**Uncover your purpose, change your life and change the frickin' world.**

Within all Lisa's content, you will hear her say this message over and over, but she'll also be expanding on it so everything comes back to her one core message. Why is this, do you think?

It's because she is so passionate about what she does and who she wants to help. I know you are the same, so now is your time to play big, get your message out there and impact hundreds and thousands of lives.

**Your story is unique to you, and that is what will help you stand out.**

Story telling is like a silent ninja that reaches the hearts of your audience on an emotional level. Every person has a story to tell and every story is unique, so gaining the clarity around your story and how to tell it will help you stand out.

Telling your story your way will help build that know, like and trust factor, giving your audience a real insight into who you are and why you're different, in a good way.

**Most people think they're boring, or that they don't have a story, but the truth is you're not boring and you do have a story.**

In 2019, I worked with a client of mine on her rebranding and she went through this exact process with me. When we had our clarity call together, I recommended she share her brand story because it was so powerful and so relatable. She actioned this straightaway and here's what she had to say... **"I've already had a few comments that people love what I'm doing."** Becoming relatable and creating those deeper relationships with your audience will make a difference.

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Gaining clarity on these areas is just the tip of the iceberg. There's also your voice, what makes you different, touchpoints and lots more to look at too. All of these elements when aligned make up your brand.

**And once you gain that much needed clarity around your brand as a whole, it leads us nicely onto Secret #2...**

## Secret #2: Confidence

Confidence. A quality everyone has within themselves, but something which ultimately looks different for every person. Most of the time, business owners are super confident in their skills and what they do, but lack it in other areas, whether that's marketing, content creation, copywriting etc. This can also apply to branding.

Results from market research calls I undertook gave me one big takeaway. When I asked the question, how confident do you feel in your branding and why, I got some interesting responses back... some included:

"I picked the best of a bad bunch."

"I like my colours, but find them difficult to use and quite limiting."

"I'm not confident at all. I don't have a logo, I don't have any colours or fonts in place."

Clarity is the first secret to a sustainable, successful and scalable brand because without that clarity, you'll still just think branding is your logo, colours and fonts.

And if you're unhappy with your branding from that perspective, you're not going to feel confident in anything you do; how you market yourself, how you grow your business and how you attract your ideal clients.

Fully understanding what branding is and what **your** brand is all about is vitally important.

Once you gain that clarity, you will feel so much more confident. You will feel on top of the world and just like one of my clients, you'll be ready to say with bucket loads of confidence, 'watch out world'.

With your new found confidence you will be able to market yourself easily and effortlessly. You'll be able to show up more, share your message, attract ideal clients and show the world you mean business. You'll have increased energy and passion for what you do and who you want to help. You'll be able to reach your goals quicker and you'll have a message, story and content which is 100% reflective of you and your business. **Who doesn't want that?**

## Secret #3: Consistency

This is something a lot of business owners struggle with and this is KEY in building a sustainable, successful and scalable brand.

### SO WHAT DO I MEAN BY CONSISTENCY?

Well, it means consistency in your visuals, the value you give to your clients and audience, the message you share and in your visibility.

In order to become that market leader with integrity, you need to be consistent.

INCONSISTENCY

=

INCONSISTENT RESULTS

CONSISTENCY

=

CONSISTENT RESULTS

In order to become the leader for what you do, you need to be consistent.

This means, using the same visual brand (colours, fonts, logo, brand elements) throughout everything. Attention spans are low so in order for someone to identify your business as yours, the visuals need to become easily recognisable. You can do this by creating a colour association to your brand, creating a talking trigger, such as flamingo's or being the lady that wears red lipstick (as an example).

Creating a consistent flow of value to your clients and audience will position you a step above the rest, because your clients will become loyal raving fans.

Consistency in sharing your message will help you become known for your message and for what you do and showing up on a consistent basis will get more of you into your brand and will create the ultimate instant recognition. This in turn will help you become the leader and expert for what you do, so you can impact hundreds and thousands of lives.



I only have one question left to ask you...

Are you ready to gain clarity, confidence and consistency around your story, message and content so you can create a sustainable, successful and scalable brand for YOUR business?

Let's start this journey together!

Are you ready to be THE guiding light your ideal clients are looking for?

Learn how to make an impact with your story, message and content, gaining the clarity, confidence and consistency needed to help you create a stand out brand.

Enroll in my **NEW online course** and walk away with a clearly defined brand strategy for your business to help you grow and scale your business.

FIND OUT MORE AND SIGN UP HERE:

[hollieellisdesign.teachable.com/p/stand-out-and-get-more-customers](https://hollieellisdesign.teachable.com/p/stand-out-and-get-more-customers)

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