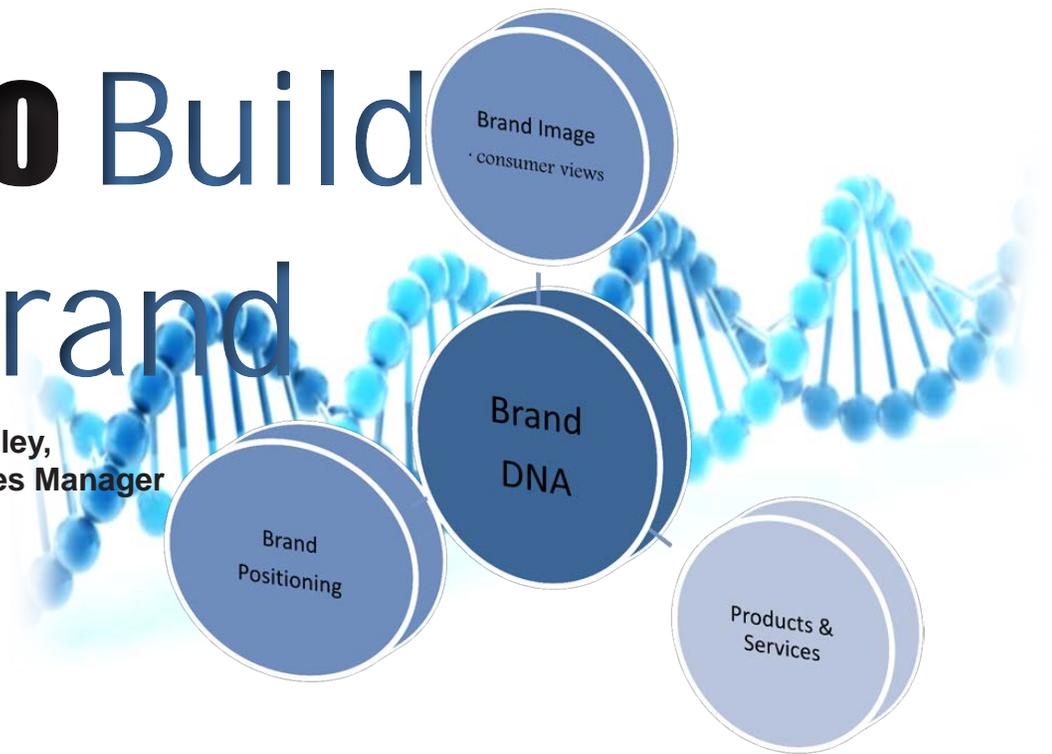


How to Build Your Brand

by Jenna Horsley,
eClean Magazine Sales Manager



Can you summarize at least two pillars of your company's brand identity? Before you attempt this, let's talk brand and what it means.

A brand is a personality and a promise.

This personality your company has projects the experience, qualities and results your customer can expect. What you put out there is what you will get; if your company projects a quality and professional identity, you will attract a customer who values and is willing to pay for the promise associated with your brand.

Who are we and what are we about?

Think of several personality traits prominent to your company – e.g., reliable, quick, innovative. Be honest with yourself. If you

continually lose customers or have received complaints, what does this tell you about your company? Were you too slow? Was the work not up to par? Were your employees not as professional as you would hope? This can tell you what you need to change to help you your company what you want it to be.

A survey is a great way to help uncover your existing brand image. Your customer's responses can help clarify how your company is perceived by your target market. If you do develop a survey, be prepared for the results; they may not be what you want to hear or have unexpected consequences. It's cliché, but knowledge is power and may potentially afford you the change necessary to take your company to the next level. Let this knowledge direct the development of both your company, and the brand you want to build.

Brand Positioning

Brand positioning entails knowing your demographic inside and out. This will change the brand you want to project, or assist you in



refining your image. Whether it's a corporation or a homeowner, they will probably wish to use the products or services that are a reflection of, or represent them well.

While contemplating the personality of your brand, consider your prospective customer. Who do they want to invest their money in and why? What do they stand for?

While considering your customer and their needs, think of what will differentiate you from your competition. What makes your company's services worth paying for over the other marketplace forces and does your competitor say the same thing? You want to stand out.

Brand Identity

The purpose of brand identity is to organize a uniform personality for your company, product or service to achieve differentiation. To be useful, this cohesive personality must be unique, recognizable, and honest. Fulfill your promises. If you project your company

as reliable, make sure your men show up on time and perform as expected. People are more willing to pay for what they can count on. Live up to your brand.

Branding is imperative to the success of what you sell. When you have branded, you have officially established yourself in the mind of your customer.

Branding builds equity. It is a long-term investment in your company. Branding is, in a sense, a legacy for your company. This is why brand is so important, and even more of a reason to begin developing your brand.

The last thing you want is your competitors defining your brand. I can assure you it won't be to your advantage. Develop your personality, your promise, and maintain it. Differentiate yourself within your niche, and further, guarantee your customers' commitment to what you sell. This is what branding will do.

GAIN THE SUPPORT OF THE ORIGINAL POWER WASHING TRADE ORGANIZATION JOIN THE EXPERIENCE...

Since 1992 the PWNA has represented contractors in the Power Washing industry. We stand for all power washers: fleet washing, concrete cleaning, kitchen exhaust, wood restoration, as well as everything in between. The PWNA provides quality education and certification to power wash contractors along with conventions, networking opportunities, and a clear voice for our industry.

Visit www.thepwna.org for more info on becoming a member.

VISIT US ON



JOIN US!

CONVENTION 2013:
OCT 17-19 · ORLANDO FL

POWER WASHERS OF NORTH AMERICA
PH 800-393-7962 | FX 651-213-0369 | WWW.PWNA.ORG

