

SCORE EASTERN CONNECTICUT
Presents

**Brand Lab: Build It, Shape It,
Show It: Part One**



Presented by Lyn Chamberlin

February 4, 2025 ~ 12-1:30 PM.

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3. Click on

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4. On next screen
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LOGISTICS TODAY

Remember: Webinars are an “overview” of a subject.

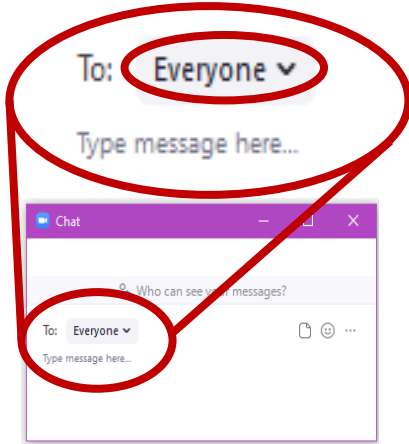
The Zoom logo, consisting of the word "zoom" in white lowercase letters on a blue rectangular background.

- Audio & Video are on **MUTE**.
- We are here for you! So, **PARTICIPATE**.

Type **Questions** into the **CHAT**
on your Zoom bar.

A purple speech bubble icon with the text "Type Into Chat" in white, representing the Zoom chat button.

Type
Into
Chat

A screenshot of the Zoom chat interface. A red oval highlights the "To: Everyone" dropdown menu at the top. Another red oval highlights the "To: Everyone" dropdown menu at the bottom. The text "Type message here..." is visible in both locations.

To: Everyone ▼

Type message here...

After this workshop, we will:

- Email you a feedback survey
- Send you this **Presentation PDF**
- Send you a link to an **On-Demand** recording of the webinar



LOGISTICS

(CONTINUED)

As part of the follow-up email after this workshop, we will include a **link to a brief survey form** to submit for consideration for a real-time critique in **Part 2** of this webinar on **2/13/25 at 12 pm.**

Submit the survey if you want to be considered, then **be sure you are registered for the second session.** You will be informed if your business has been selected for review.



Eastern CT

Thank you for attending Brand Lab: Build It, Shape It, Show It, Part 1. Please complete the following form if you wish to be a candidate for Lyn Chamberlin's real-time critique in Part 2 of the series, taking place on February 13, 2025. Please submit your completed survey by February 10. The three businesses chosen to be highlighted in session 2 will be notified by Lyn prior to Part 2.

* Your Name

0/50

* Name of Your Business

0/50

* Phone Number

0/50

* Email

0/50

* Website address

0/50

* What advice would be most helpful to you as you think about your brand?

0/500

Submit Survey

THANKS TO OUR SUPPORTER



David Carswell, AVP, Business Branch Manager

YOUR BUSINESS



What is the status of your business?

- I own a business
- I am starting a business
- I work in a business
- None of the above

What does your business primarily sell?

- Products
- Services

Does your business sell primarily to Consumers (B2C) or Other Businesses (B2B)?

- (B2C)
- (B2B)

SCORE Brand Lab

— Build It, Shape It, Show It —

Part 1 | February 4, 2025

THE BRAND DAME.

Welcome!

- We're glad you're here!
- A bit of housekeeping
- What to expect
 - Unique two-part experience
 - Apply what you learn today, right away
 - Reconvene for selected brand analysis

Your Branding Guide: Lyn Chamberlin

- Emmy Award-winning television producer turned **brand strategist**.
- Founder of **The Brand Dame**, specializing in **small business brand creation**
- Published writer and speaker on branding, visibility, and messaging.
- Passionate about **helping businesses and individuals stand out with clarity and impact**.

What We'll Cover Today

- What branding really means—and why it's more than just a logo
- How a strong brand story builds trust and sets you apart
- The key elements of a compelling brand story
- When and why to refresh your brand
- How to prepare for Part 2's live brand feedback session

What is Branding, Anyway?

— *A Branding Primer* —

Branding Is...

Identity – Holistic, 360-degree view, not just its visuals.

Reputation – What people think, feel, and say about your business

Clear Message – Who you are, what you stand for, and why people should care.

Consistent – every touchpoint (website, social media, emails) must reinforce your brand.

Strong Brands Build...

- **Emotional Connections** – trust, loyalty, and relationships with customers.
- **Recognition & Trust** – makes you recognizable and credible.
- **Clear Positioning** – intentional shaping of perception
- Brands are **strategic**, not accidental!

Branding vs. Marketing

Branding *is who you are*

- mission, values, personality, promise

Marketing *is how you communicate it*

- tools you use to share your brand
- social media, website, ads, etc.

Common Misconceptions

A logo alone won't build **recognition** or **loyalty**.

Branding isn't just for **big organizations** with big budgets.

Your brand is **more than colors**, fonts, or a tagline.

Branding is not a one-time project; it's an **ongoing process**.

Branding isn't just about outward appearances—you've got to stand for something.

Why Branding Matters

- Tells customers who you are
- Why they should buy from you
- Customers return and refer others.

Your Brand, Your Promise

**** Your Benefit Promise ****

What your customer “gets”

**** Your Value Proposition ****

Why you are better

Case Study: Don Connelly & Associates



Why This Works

“Great advisors tell great stories.”

A coaching and mentoring brand for financial advisors.

Helps financial professionals use storytelling to connect with clients.

- Focuses on making financial concepts simple and relatable.
- Uses engaging content to build trust with advisors and their clients.
- Turns a dry industry into engaging, human-centered branding.
- Clear, no-jargon messaging that speaks directly to client concerns.

How to Evaluate Your Brand

- Do people immediately understand what my business is about?
- Does my brand look, sound, and feel consistent?
- Is my messaging clear and compelling?

What Is A Brand Story?

— Hint: It's *Not* Your Logo —

Role of Logos

A logo is a **visual representation**, not the whole story.

Logos should reflect your **mission**.

Logos are a **starting point**, but it's the brand experience that makes the impact.

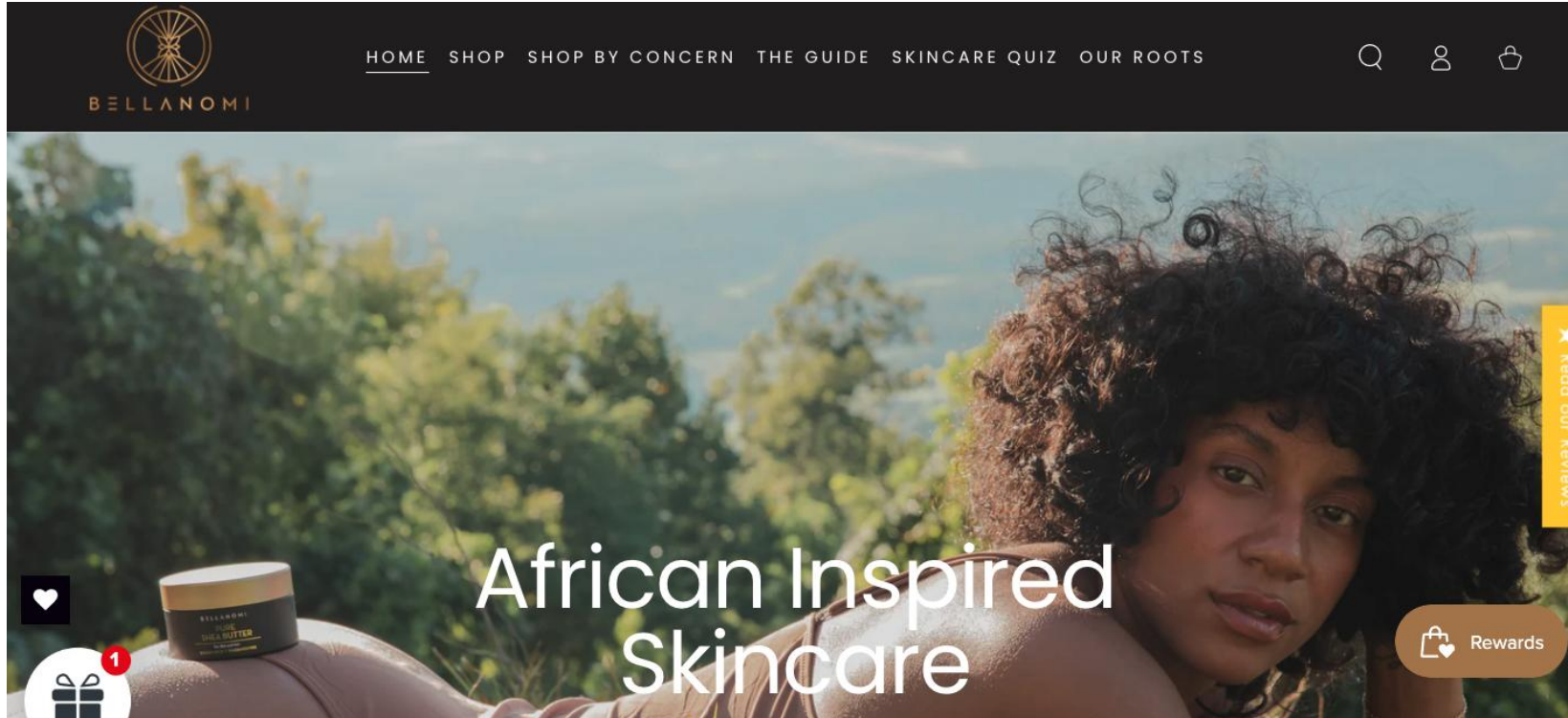
A strong logo should be **adaptable** across different platforms and media.

A logo without a brand strategy is just **a picture**.

Defining Your Brand Story

- A brand story is the **emotional and strategic foundation** of your brand.
 1. Who are you?
 2. What do you stand for?
 3. Why should your audience care?

Case Study #2: Bellanomi



Why This Works

“Tradition meets modern self-care”

Beauty brand featuring **African self-care traditions**.

- **Cultural storytelling** makes the brand unique and engaging.
- **Viral marketing success** through **TikTok** and **authentic content**.
- Connects with customers by **educating** rather than **just selling**.

Key Elements: Strong Brand Story

1. **Your Why:** What inspired you to start your business?
2. **Your Mission & Values:** What do you stand for?
3. **Your Audience:** Who are you talking to?
4. **The Problem:** What is the “pain point?”
5. **Your Solution:** Why are you the answer?
6. **Your Hook:** Why are you different ?

Your Brand Promise: What you promise your customers will “get”

Proof Points: Testimonials, results, or success stories.

Case Study #3: The Anti-Boring Approach to Powerful Studying



gretchen wegner
ACADEMIC LIFE COACH & CREATOR OF
THE ANTI-BORING APPROACH TO POWERFUL STUDYING™

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Problem/ Solution

“Study smarter. Stress less.”

Founded by a woman who saw students struggling with traditional study methods.

Makes **studying fun** and **less stressful** by using creative techniques.

- **Unique and memorable** branding—stands out in the education space.
- Uses **handwriting-style fonts and a conversational tone** to create a **friendly, accessible** experience.
- Content is **engaging, student-focused**/ directly addresses their pain points.

Same Old/ Same Old?

Why Brands Are Never “Set It &
Forget It”

Brands Are Organic

- **Constant attention** – updated messaging, visuals, and positioning.
- **Announce** new products and services
- **Updated materials** – Outdated logos, taglines, and website
- **Fresh visuals** – New photos and design elements
- **Audience alignment** – are you talking to the right people?

Refining Your Brand Story

Brand Audit: Review your website, social media, and marketing materials for consistency.

Audience Feedback: What do customers say about you? Is it what you want them to say?

Perception = Reality

Sharpen Your Message: Make your story clear, compelling, and memorable.

Your Brand = Your Story

- Find your story and make it work.
- Say it, say it, and say it again.
- Authenticity wins.
- People connect with real human stories.

Your Brand is Your Reputation

Your brand isn't just what you sell—it's the story you tell.

Own it, refine it, and make it unforgettable.

Let's Workshop Your Brand!

- How branding works in real time
- See how we get to the heart of three small business brands
- Branding process in action!

Q + A

What's your biggest branding
challenge?

Let's Stay Connected

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Subscribe to The Brand Dame
<https://lynchamberlin.substack.com/>

The logo for 'The Brand Dame' is displayed within a white square. It features the words 'THE', 'BRAND', and 'DAME' stacked vertically in a bold, dark blue, sans-serif font. A small yellow dot is positioned to the right of the word 'DAME'.

THE
BRAND
DAME •



<https://www.score.org/find-mentor>