

# SHINE

## 33 Marketing & Branding Tips



**Compiled By:**  
**Rana Campbell**

## *Hey Shiners & Dream Drivers,*

As you know, branding and marketing is EVERYTHING when trying to grow a brand.

Welcome to SHINE! My name is [Rana Campbell](#) and I am a marketing/branding expert that helps creatives & lifestyle entrepreneurs learn how to build brands that SHINE in the business world.

But...before we start, I want to take the time to applaud you.

You're acting on your desire to be better and to start accomplishing your goals. There are many people in the world who dream, but not everyone does.

There are so many people in the world who dream, but not everyone drives.

You're reading this because you want to know how you can DO better and start making those real-life goals of yours, a reality. However, you don't just want to make them a reality, you want to make them successful. You want to see your ideas grow and take off because you've got PLANS for your life. GO YOU!

I asked 33 current entrepreneurs and individuals who have built (or are in the process of building) their brands to send me their BEST marketing/branding advice, which I then compiled into this awesome resource for you.

I asked each individual the following question:

- What is the best branding/marketing advice you ever received?
- How did following this advice help grow you and your business?

I was astonished by the thought and detail of everyone's responses and really think they spoke to many aspects of branding and marketing advice that is crucial to understand and master when trying to build and GROW one's brand or business.

So please! Print this out. Mark it up. Take notes.

You're about to receive a lot of knowledge. I hope you're ready for it.

**#shineon,  
Rana**



Let's start learning.  
Are you ready?

**SHINE: 33 MARKETING & BRANDING TIPS E-BOOK | [RANACAMPBELL.COM](http://RANACAMPBELL.COM)**

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## 1. DO NOT BE AFRAID TO INVEST IN YOURSELF

Take a class. Buy that tool. Listen to that podcast. Buy (and read) that new book. You are your brand's most valuable resource.

I was really hesitant on buying software that I wasn't sure I would use long term. When I took the leap and bought it, after far too much agonizing, I realized it was saving me hundreds of dollars per week. Had I done it earlier, I could have diverted all the time and energy into more active money-making strategies.

Emile Burke

Co-founder, BurkeDoes.com

[burkedoes.com](http://burkedoes.com) / [emilielimaburke.com](http://emilielimaburke.com)

## 2. KNOW YOU WHO ARE AND WHO YOU AREN'T

I've learned this over the past 14 years of being a creative professional. Know your passion, mission, and dreams. Know your target audience well. What are their hopes and dreams? Find out where they intersect and don't let anyone cause you to doubt what you are supposed to be doing. Go forward in confidence while listening to your inner compass.

I wavered a lot over the years trying to be what I thought I was supposed to be for others. But it made me so discontent and I wasn't getting anywhere. After I surrendered to who I was naturally things started to fall into place. From there I was able to understand my personal brand, what I liked, didn't like, and how I wanted to portray my business to others.

Dija Henry

Founder, The Inspired Cafe

[theinspiredcafe.com](http://theinspiredcafe.com)

### 3. PUSH BOUNDARIES

The basics include passion, purpose, and my guiding principles of the Three C's (Connect, Create, and Consider). However, I would say H. Ford said it best, "If I had asked people what they wanted, they would have said faster horses."

We launched the first ever Fragrance Recipe with celebrity Chef Roblé - CLIQUE by Roblé - combining culinary and perfumery art. I always wondered, after more than 20 years in the perfume business, why a chef had never launched a fragrance (even though so many ingredients in the kitchen are also used in fragrance creation). A chef uses his senses/palette more than most people and/or artists. So, we developed the first ever fragrance recipe and consumers are responding very favorable to this. #smelldelicious

Bart Schmidt  
Managing Partner, Brands With Purpose, LLC  
[@brandswpurpose](https://www.instagram.com/brandswpurpose)

### 4. BE FLEXIBLE

You can have a specific goal but be A "multi-talented flexible insourcer" so you can market your ideas and talents to different industries to build capital and experience so that you can reach that 'Golden Ring.'

I am a makeup artist and stylist, but I also love event planning, creative design and marketing. When I'm doing makeup for a talented photographer, I ask if they do bridal or commercial photography. Then, I can put them in a marketing proposal for a wedding, special event or a branding campaign for another client. By doing in that way I can be their full service go-to planner for all services needed. I can provide anything from makeup to photos, to designing wedding invitations, or a cool logo with great photos for a business campaign.

Recinda Robinson  
Owner/President, Rez-associates and Cheekbyrez cosmetics  
rez-associates.com

## 5. BE (ACT) WHO YOU ARE AT ALL TIMES

The best branding advice we've ever received was to act like our name at all times. Verbosity means a numerous amount of words or language , but as a group we use it as a freedom of speech . In our music we like to express ourselves in whatever way we feel at the moment .

Verbosity

[www.reverbnation.com/verbositybmn](http://www.reverbnation.com/verbositybmn) | [www.soundcloud.com/verbositybmn](http://www.soundcloud.com/verbositybmn) | [@verbositybmn](https://twitter.com/verbositybmn)

## 6. GET CREATIVE WITH YOUR MARKETING

People love to buy, but they don't like being sold. Get creative when creating your marketing plan. A book I recommend is called Guerilla Marketing by Jay Conrad Levinson.

This book tremendously helped my business. Instead of going to our market trying to sell, we created value in a quality product. This concept made us focus on the small details no one thinks about.

Alex Hernandez

CEO, Fiizion Energy

[www.TheAlexH.com](http://www.TheAlexH.com) | [@alexzander\\_h](https://twitter.com/alexzander_h)

## 7. BE AUTHENTIC

Consumers are becoming more educated, more sophisticated, and more difficult to please. You can produce anything using effects and all the tools at our disposal. What you cannot fake is authenticity and that is the thing that keeps people engaged and coming back. That connection is everything.

We're on our third marketing campaign and the first two were flops. In hindsight, we were trying so hard to create something too big and in our effort to connect with everyone, we connected with no one. This time, we focused on the smaller, emotional themes of the film that resonated with us and readers of the script. This authentic approach has been much more successful and we're just getting started!

Torri Oats,  
Writer/Producer, No Lies Told Then  
[noliestoldthen.com](http://noliestoldthen.com)

## 8. AUTHENTICITY DRIVES DIFFERENTIATION

Many of my clients ask me how they can distinguish themselves/their brand from competitors. I tell them that it depends on how open they are to being authentic to their brand. The more authentic they lead their organization or personal brand, the more differentiating their story is...the more authentic their culture is...the more differentiating their products and services will be.

Authenticity is something I truly had to relearn for my own business after years of corporate think! When I finally allowed myself to be vulnerable, shared my story and my "why" in the most authentic way; two important things happened in my business. ONE: I gained real clarity of purpose. TWO: I gained instant credibility in the industry. In my opinion, authenticity is the key to all branding (period).

Seema Alexander  
Business Strategy and Transition Coach, [www.SeemaAlexander.com](http://www.SeemaAlexander.com)  
[@seemaalexander](https://twitter.com/seemaalexander)

## 9. FOCUS

I launched my dating business in May of 2010. I immediately started traveling all over the US trying to spread the word. A savvy New York City based investor stopped me in my tracks and told me to stay put. If I could make this blow up in NYC, the rest of America would follow. It was truly about focus.

Following this advice allowed me to save money on travel and time to focus on the city where I'm based and most enjoy spending my time. NYC became our major user hub and we ultimately ended up getting covered in every major NYC publication by keeping focused. This is best put by Frank Sinatra: "If you can make it here, you can make it anywhere."

Lori Cheek  
Founder/CEO, Cheekd  
<http://cheekd.com>

**What's one thing you learned so far  
that you are going to implement in your brand?**

*Write below.*



## 10. KNOW HOW YOU WANT CUSTOMERS TO FEEL

More than product and service features, branding is about feelings. Think long and hard about how you want to make your customers feel, and how you're going to make them feel that way, because that feeling is what your brand will be.

As a startup in the crowded market of management coaching, I knew that there was a segment of customers with unmet needs who rarely have a safe space to be vulnerable about their challenges and the support they need. However it was tempting and easier to focus on what information I could share with them and what products I could develop to help them. After getting great feedback from a variety of sources, I focused on building a brand that helps those people feel heard, understood, normal, and supported. That has now become the core focus of my workshops, events, and coaching style. It permeates everything my company does now, from selecting specific people for group workshops to ensuring a safe environment where everyone can feel heard and supported.

Customer feedback has supported that branding strategy, and is the reason why they now highly recommend my services to others. I couldn't have built that level of enthusiasm with brandless information, even if it is incredibly helpful information.

Jonathan Beauford  
Founder/CEO, Better Markit  
[www.jlbconsultingservices.com](http://www.jlbconsultingservices.com)

## 11. PEOPLE WILL BELIEVE WHAT YOU SHOW THEM

Visuals are really important. Invest in a DSLR and take pictures of yourself and things around you. People will believe what you show them. Blavity's MVP (minimal viable product) was the ugliest thing on the internet. Our website traffic was low and it wasn't until we updated the visuals of the site to match our brand advertising that our organic traffic grew. Having a high quality experience and putting your best foot forward can often lead to high conversions.

Morgan DeBaun  
CEO/Founder, Blavity  
Blavity.com | [@morgandebaun](https://twitter.com/morgandebaun)

## 12. FIND YOUR NICHE AUDIENCE

Find your niche audience. Don't worry about everyone else. Focus on providing quality content, service and communication with that specific audience.

This advice helped me to narrow my focus and not get overwhelmed by trying to reach everything and everyone on every platform. It helped me stay true to my clients' brand as well as my own.

Neha Uberoi

Owner/Consultant , Nebu Inc.

<http://nehauberoi.com>

## 13. INFUSE ALL CHANNELS WITH YOUR 'BRAND PROMISE'

Every customer impression -- from logo to content, demand marketing to field enablement -- needs to integrate the brand promise. And of course the whole company needs to keep it.

To support the launch of a new product, we planned a fully-integrated campaign across all Marketing channels- email, content development, webcasts, executive breakfasts, user conference tracks, collateral, sales briefings and battle cards, etc. -to reinforce our reputation for technical and scientific excellence. Most importantly, the sales teams loved it. We're in the middle of it now, and will be tracking impact on pipeline development and revenue.

Mark Lange

VP Marketing, RMS

[@markdlange](#)

## 14. CREATE A SIMPLE MESSAGE THAT APPEALS TO YOUR CUSTOMERS

I spent a lot of time designing Plan My Plate's logo and slogans. I wanted my brand to reflect that "wellness" has multiple facets that, though different, are interconnected and operate together. A plate was the logical choice -- and dividing the "portion sizes" into soul, goals, health, and self emphasized the different, yet interconnected components.

Christine Galib  
Founder, Plan My Plate  
[www.planmyplate.com](http://www.planmyplate.com)

## 15. GET DIGITAL AND SOCIAL

Digital PR and social media are the best ways to build a brand in today's oversaturated marketplace. I use both as a combined strategy to business development and it works like a charm.

Kristin Marquet  
Founder, Creative Development Agency  
[www.creativedevelopmentagency.com](http://www.creativedevelopmentagency.com)

## 16. GO SIMPLE: KNOW YOUR STORY

Your brand should be simple to explain. If you can't explain it to a five-year-old then you should focus on working on your brand storytelling and communications pieces that explain how you are making waves in your industry. Being able to explain how your business helps others is vital to your success.

Knowing how to properly connect my thoughts with others has helped me build my business and the businesses of others. You MUST know how to quickly share an idea in a comprehensive and desirable manner.

Jamillah Rahmaad  
Public Relations Consultant, JR|PR  
[JamillahRahmaad.com](http://JamillahRahmaad.com)

## 17. BE YOU: YOUR GIFT IS MEANT TO HELP OTHERS

Be your authentic self in all you do. So many people are focused on what their competition is doing that they neglect their most valuable asset and that is themselves. People don't buy based on the product alone, they buy because of the know, like and trust factor. They want someone they can connect with. They want to know that you have gone through similar experiences as they have. They want to know that you stand behind your product 1000% and you can only truthfully do that if you are speaking from an authentic place. You can only fake the funk but so long. The truth of who are or are not will eventually come to light.

This has been the very foundation of what I do with the magazine. I have no filter and I speak my truth no matter the topic. It has allowed me to encompass the very best parts of myself and share that with the world. This level of transparency is why so many people enjoy working with me. I created a business that I am passionate about and am truly blessed to call it work (although it really doesn't feel like it). The events I create, the partnerships I forge, the articles I review, all of that is not for me but to serve a much bigger purpose. *You have to remember your gift is not meant for you, it is meant to help others.* When I deliver my authentic self each and everyday it is helping someone find their calling. It is helping someone reach a new income

level. It is helping someone implement a tactic that makes their business more productive. I would be doing myself and the world a disservice if I was anything less than my authentic self.

Yunche Wilson  
Founder, WhoRYou Marketing Magazine  
<http://whoryoumarketingmag.com>

## 18. ALWAYS BE MARKETING

Not a day should go by that you don't market or promote your business. This is how you avoid feast or famine and keep a pipeline full of prospects. Each week my team and I have hundreds of people to talk to and then sales becomes a numbers game.

Bob Smith  
CEO, RSAAPR  
[robertsmithpublicrelations.com](http://robertsmithpublicrelations.com)

## 19. CREATE YOUR 'SIGNATURE' STYLE

Have one piece that you absolutely love and make it your signature piece. Women know me for my Flounce Skirt. It moves gracefully and makes you feel fierce. When others see it they know that's a Sweeti's Creations!

Marie Thompson  
Owner, Sweeti's Creation  
[Facebook.com/SweetisCreations](https://www.facebook.com/SweetisCreations)

## 20. CREATE A CONSISTENT MESSAGE

You are the brand! Craft a consistent message based upon your mission and vision. Whether it's the voice you use (blogging and articles) or with any and all marketing materials: photos, emails, social media presence and opt in pages, or even down to the colors you choose, plan the strategy and objectives first, then act on that plan.

It also helps to be yourself, because that not only makes it easier to be consistent, but it also positions you to be perceived as genuine.

I am in the process of redoing my website and all of my marketing materials and have already received increased engagement from key executives that I am marketing to. I landed two speaker deals for promoting my business and have been cited on the big media sites (ABC, CNN, FOX, CBS and NBC) so I'm now perceived as an expert, credible and trusted business.

Rob Liano  
Owner, Rob Liano Inc.  
[www.robliano.com](http://www.robliano.com)

## 21. MAKE SURE YOUR BRAND REPRESENTS YOU

The best branding/marketing advice I received was to brand yourself. Brand "you" because people look at you first so you're a walking billboard. Before they know your name, what you do or what you sell, they are judging you. You only get one time to make a good first impression make it good.

This advice is critical for my business. As a style educator I can't help other people look great, feel amazing, or confident about themselves and their appearance if I'm walking around looking sloppy. So it's important for me to always look my best because I'm in the business of making others look good.

Valencia G. Jackson  
Style Educator, The Valencia Group, LLC  
[www.valenciagjackson.com](http://www.valenciagjackson.com)

## 22. BE AUTHENTIC

My brand targets the British woman of colour, celebrating her beauty and providing a platform for advocacy. There were times where it was advised to compromise this stance in order to make my message more 'palatable.'

I resisted this and remained true to my positioning. This has caused me to attract avid readers to my blog, be a spokesperson for the press and media and create a networking organisation dedicated to the Woman of Colour in the Beauty Industry called Keziah CONNECTIONS.

Natalie Clue  
Consultant/Editor, Beauty Pulse London  
[beautypulselondon.com](http://beautypulselondon.com)

## 23. DECIDE WHAT YOU SAY YES TO AND SAY NO TO EVERYTHING ELSE

We're an eclectic space for creatives and like-minded people. Others are constantly trying to turn us into what they think we should be. We've always said we weren't a nightclub and have successfully avoided going the Atlanta resta-club route by staying true to our brand. There are very specific types of things we do and things that fall outside of that, we say. It helps keep us on track.

Shannon Evans  
Founder/ Creative Director, Studio No. 7  
[www.studio7.com](http://www.studio7.com)

## 24. BE DIFFERENT

The best branding advice I received (from our CEO) is, "Tried and true has been done...and it's boring. Be different." 'Be different' is our firm mantra and it drives both our internal work and the work we do for our clients. The reality is that there are tons of public relations firms and many of them are good... really good. So are we. We identified what makes us different and we use that knowledge to build a high-quality client experience.

Our internal test for ideas and strategies is, "Does it scare the s\*\*\* out of you?!" If the answer is no' we know it's not innovative enough. It's not creative enough. And we have to dig deeper, go all out and develop additional strategies and ideas that scare the s\*\*\* out of us: ideas and strategies that are different.

Our ability to see things differently, and our willingness to do things differently, has resulted in several award-winning client campaigns. It has also helped us consistently grow our firm and add new clients since 2006.

Natalia Brown  
Accounting Manager, BluePepper Public Relations  
[bluepepperpr.com](http://bluepepperpr.com) | [@bluepepperpr](https://twitter.com/bluepepperpr)

## 25. STAY IN YOUR LANE. PRESERVE YOUR VOICE

This advice has helped me to stay the course in "my lane" despite failures and missteps. It is very easy to start comparing what you do to others and somehow feel like you are not moving in the right direction. I have found that being laser-focused on my purpose and what I am trying to accomplish allows me to tune out much of the interference and noise.

When I started out, people wanted to classify me only as a human resources practitioner. My intentions and aspirations were more than that title. Had I limited myself to others' opinions, I would have missed out on many experiences that have ultimately shaped and grown my business.

Janine N. Truitt  
Owner/Chief Innovations Officer, Talent Think Innovations, LLC  
[talentthinkinnovations.com](http://talentthinkinnovations.com)



## 26. BE SEEN (VISUALLY)

I saw a quote that said, "If it's on television then the American people believe it to be true." My first marketing/branding dollars went into a television commercial.

My agency became one of the top known agencies in a short amount of time because there was a visual message out there. Now as I market and brand, I make sure to add something visual. A video, a photo on social media goes a long way.

Kristi Lin Finch

Owner/Talent Agent, The Sam Blaze Model and Talent Agency

<http://www.SamBlazeAgency.com>

## 27. CREATE A 'VOICE'

Speak to your audience in the voice that fits your brand. You want them to see you and the authenticity of who you are. You need to adjust for the platform but your voice should be consistent on each one.

This helped me build my unique voice and my stand on who my ideal client is. It also helped me be true to my core self about how to help my clients.

Rebecca Thompson Council

Chief Social Officer, CLR Virtual Connection

[www.facebook.com/rebeccacouncil](http://www.facebook.com/rebeccacouncil)

## 28. SPEAK TO MANY, ATTRACT NO ONE. SPEAK TO ONE, REACH MANY

Over the past five months I have seriously niched down my site that has helped me attract ideal clients, gain knowledge that can help this specific industry. This has also helped me become more confident in my business.

Taylor Manning

Owner, Taylor Manning Creative

[@taylormcreative](https://www.instagram.com/taylormcreative)

## 29. IT HAS NOTHING TO DO WITH YOU - IT'S ALL ABOUT THEM

It doesn't matter if I'm building a new course, writing a sales page, or just creating a new header image, these words are a great reminder.

It doesn't matter if I like it, it doesn't matter if it makes sense to me. It has nothing to do with me. The key is to make it all about them.

Sam Nordberg

Training Manager, Sam Nordberg

[www.samnordberg.com](http://www.samnordberg.com)

## 30. GET HELP IF YOU NEED IT: WORK WITH A PROFESSIONAL

Working with a business coach was the best decision. I learned how important it is to invest in your business (especially a website) from the very beginning. Having a professionally designed website, and logo boosted my confidence and really helped to push my business in the right direction. One small investment leads to more investments but it also leads to getting clients and making money.

I had a bad case of website shame. I was always tinkering with my site. Not only was I playing small because I was ashamed of my site but I was wasting valuable time redesigning my site and adding unnecessary plug-ins. Hiring a graphic designer gave me a site that I'm eager to send people to. I'm proud of my business and I'm visible which means I'm getting in front of my ideal clients. No more website shame. No more feeling like a phony. No more feeling like my business is hobby.

Sharice Carpenter

Business Coach and Cubicle Liberator, Shanice Carpenter

[www.sharicecarpenter.com](http://www.sharicecarpenter.com)

## 31. BE CONSISTENT

The acronym for my company Keep Yourself Smelling Sweet is KYSS. I have KYSS on everything from business cards, t-shirts, carry-on bag, my car, products and social media. I call my customers the KYSSers! I don't want anyone to ever be confused about who we are.

Renee Marshall-McKinley  
Founder & CEO, Keep Yourself Smelling Sweet  
[www.keepyourselfsmellingsweet.com](http://www.keepyourselfsmellingsweet.com)

## 32. GET OFF LINE. CONNECT WITH REAL PEOPLE

Networking (in live groups) can be very valuable for both business & personal growth. Get off line & connect with real people. I have a training program called "Working the Crowd" that walks people through the the phases: Pre-Crowding. Crowding. Post Crowding. Each is vitally important. There is one of the three that most BLOW each and every time. Online, social, & traditional media are all great ways to grow your brand/market. Yet, my best relationships & referral partners are those I actually "invested TIME in."

MOST of my best friends have been met through a "networking" event. Through being a GREAT collector of business cards, I now have a database with hundreds of people that I regularly "communicate with", but NOT about insurance (hint hint). Stay relevant in a different way and people will associate you with being "a good guy" and will gladly refer you out.

Joseph Grave  
Owner, I Hate Buying Insurance  
<https://www.facebook.com/ihatebuyinginsurance>

### 33. BUILD TRUST

Marketing isn't only about selling. Marketing is about building trust, community and relationships. When you've established those relationships, which are built on your community and you have the trust of those around you- you can sell to them. Then, they will willingly (and happily) give you their business.

I have used this advice to help clients grow their underfunded startups to six figure business in under a year.

Samantha Jackson  
Founder, Department 27  
[dept27.com](http://dept27.com)

**Quick! What are 4 tips that really stand out to you?  
(No cheating!!!!)**

*Write below.*

# REMEMBER

## THIS IS JUST THE BEGINNING.

Part of your journey will be to become a student of branding and marketing. You will need to start to learn the fundamentals of how to “stand out” in the crowd.

At the end of the day, no one will be able to hustle for you better than YOU. No one will be able to speak YOUR TRUTH and YOUR DESIRES better than you can.

Get ready to SHINE.

I appreciate you. Thanks for reading.

#shineon,  
Rana

PS - Special thanks to each and every contributor. Without your extremely valued and insightful tips, this book would not be what it is. I thank you all for taking the time to share advice from your life and business!

# Let's Connect!

Email me! [rana@ranacampbell.com](mailto:rana@ranacampbell.com)

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Snapchat: @rainshineluv

Website: [ranacampbell.com](https://ranacampbell.com)

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## Join the **NO PARKING** **#dreamsindrive** family

If you're a creative or lifestyle entrepreneur and want to...

1. Build a brand that SHINES in the business world
2. Get more clients
3. Make more \$\$\$
4. Stand out amongst the competition.

*... this community is for you...*

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GO OUT THERE AND CONQUER THE WORLD.

bye bye.