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Brands Are Like People



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3 Ways To Give Your Brand Personality

Recently I was at a conference and was fortunate enough to spend a session with Charlotte Beers, former CEO of Ogilvy & Mather. Fascinating woman, she said something about branding that I will never forget.

“A brand is created when a company **EARN**S the right to have a relationship with their customer.”

There are millions of people walking around, there are millions of businesses to choose from – however both of them must earn the right to have a relationship with you. In order to make an impression or capture mindshare, a relationship has to be created but permission has to be given.

Creating a brand isn't an easy task – in fact – it's as complex and exhilarating as having an actual relationship with another person.

After spending 5 years working for a branding agency, it was natural for me to move into creating a brand for my company, **Chic CEO**. I've always thought of branding as the personality of your business – the nuances, the quirks, the cool. Now I look at it as a marriage between a personality (the initial attraction) and creating a relationship (what keeps us in love).

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We must infuse humanity into our businesses if we want to create a relationship. A brand must live and breathe on it's own, and in order to do that – you must give it life. I've outlined 3 ways to help you breathe life into your business that put you on the path to creating a memorable brand.

1) People aren't perfect, your brand isn't either.

No one can relate to a perfect person. Just like no one can relate to a perfect brand. It's unattainable, it's ethereal, it's no fun.

Today's consumers crave transparency and nothing is more transparent than being yourself, flaws and all. Let your brand have some short-comings, some flaws, it can't be all things to all people – but if your brand is real and honest, you can't help but have brand evangelists.

Fast connection happens in “me too” moments. No one can have a “me too” moment with someone who is perfect (or let's be honest, pretending to be perfect). Let your brand have some “me too's” with your customer and watch the magic of connection. Having a bad day? Me too! Have a dog? Me too! Have an issue biting your nails? Me too! Your brand can have all of these things.

2) Lust is fun, love is forever.

It's easy to attract a new lover – but it's not so easy to get them to stick around. If your brand has been working out, got a new haircut and a spray tan – watch out! – you might get some customers. However, if your brand belches at dinner and forgets your birthday, love may not be in your future.

Creating a brand goes way beyond the fancy website and cool office. Your brand should be smart, relevant, creative, thoughtful, helpful and a myriad of other things that make people fall in love. Your customer wants to be courted like the lady she is.

3) Create tradition.

Most great relationships have some tradition tied to them. Anniversaries, first dates, first kiss, etc. Traditions are ways to facilitate a bond between two people. Your brand can create tradition with customers too. At Chic CEO, we don't high-five, we high-five million. Every time we chat with someone in our community, we give them a high-five million and now they are high five-millioning each other. Victoria Secret has the semi-annual sale. Sure it's a sale, but it's really a tradition for women to go out and purchase an obscene amount of undergarments with their friends.

Your business can incorporate the power of tradition in creating a relationship. Big or small, it doesn't really matter – it works.

When treating your brand like it's a person, it's easy to pull out the small nuances that will create quick connection. You will begin to identify what attracts people to your brand and then build upon what makes them fall in love with you.

Creating a brand equals creating a relationship. Onward!

Stephanie Burns is an author, speaker and founder of [Chic CEO](#) - a free resource for female entrepreneurs looking to [start a business](#). You can follow her on Twitter at [@StephanieABurns](#) or Chic CEO at [@ChicCEO](#).



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As the founder and CEO of Chic CEO, I along with my team, work zealously to make sure women have the information they need to get a business started. Chic CEO is a free... **Read More**

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