



BUSINESS **STARTUP**

BLUEPRINT

ESSENTIAL BRAND
COLLATERALS

TRANSCRIPT



One of the biggest reasons why it's so important to get those brand manuals and guidelines done is that it makes it much easier to create new marketing materials at a very low cost.

For instance, if you visit a customer's house and explain why they should pick your business, and you leave without giving them anything, how will they communicate your message to a spouse or another decision-maker?

It's crucial to have some key marketing collateral that you can leave behind for your customers to remember you by.

So, what does this look like? Once you have your brand guidelines, the next step is to think about print materials. For instance, business cards are essential. Some people like to collect them and keep them for reference.

Personally, I take a picture of a business card and then throw it away, but having one is still important.

Even more important than business cards are flyers and brochures. These little leave-behinds talk about your services and what makes you unique, so the customer can refer to them later. Here's an example of our business cards, brochures, and flyers.

We have six-page saddle-stitched booklets that discuss our company, what makes us different, before and after photos, testimonials, our step-by-step process, and clear calls to action that encourage the customer to take the next step.

When we give a quote to a customer, we use presentation folders with these six-page booklets, references, testimonials, and our certificate of insurance. This combination makes our company stand out and look professional.

It gives the impression that we're the biggest and best company in town.

After business cards and brochures, another thing to consider is making sure that neighbors know you're in the area. One of the best ways to do this is with a vehicle wrap. Here's what our vehicle wraps look like for Wise Coatings.

The key to a strong vehicle wrap is clear, bright messaging that passes the 60-mile-an-hour rule—if someone drives by at 60 miles per hour, they should remember what you do.

Yes, vehicle wraps can be expensive, sometimes costing \$4,000–\$5,000, but they generate tens of thousands of impressions regularly.

Yard signs are also important. When you're working at a customer's home, putting a sign out that shows you're in the area can help get more eyes on your brand and attract more customers.

Combine these elements: vehicle wraps in the driveway, yard signs out front, six-foot-tall feather flags, and door hangers at neighbors' homes, and everyone will know you're in the area.

Once your brand guidelines are established, creating these additional assets is easy because the foundational work is done. You can go to Upwork, Fiverr, 99designs, or a graphic designer with your brand guidelines and manual, and they can create these other assets for you.

Having your brand guidelines complete allows you to consistently and effectively expand your brand presence with a cohesive strategy, making customers more likely to engage with you.

Summary of Key Points:

- **Importance of Brand Guidelines:**
 - Essential for creating consistent marketing materials
 - Helps maintain a cohesive brand identity
- **Print Materials:**
 - Business cards: Important for customer reference
 - Flyers and brochures: Explain services and unique selling points
 - Presentation folders: Professional appearance with testimonials, insurance certificates, and more
- **Marketing Collateral:**
 - Vehicle wraps: Clear, memorable branding on vehicles
 - Yard signs: Visibility in customers' neighborhoods
 - Additional signage: Feather flags and door hangers to increase neighborhood awareness
- **Utilizing Brand Guidelines:**
 - Use Upwork, Fiverr, 99designs, or graphic designers to create assets
 - Consistent branding helps attract and retain customers