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bzzz yourself

A Brand to Call Your Own

We've recently spoken a great deal about "Personal Branding," a concept that involves creating a distinct and impactful brand around an individual. This begins with the same strategy used for branding a company or product—defining target markets, outlining features and benefits, crafting focused messaging—before taking on a life of its own with personal marketing materials.

Who brands themselves? Over the past two years, we've seen several common scenarios. Some professionals aimed for higher-caliber careers or admission to exclusive graduate programs; others sought recognition as valued experts in their field or within their own company. More often than not, this act of self-investment yielded great results (some more measurable than others) in seizing attention, being memorable and gaining a competitive edge.

In June, Becka was invited to speak on Personal Branding to the American Business Women's Association (ABWA). Entitled "A Leap of Faith: In Yourself", Becka walked through the stories and strategies of what it means to invest in your own professional identity. Attendees were treated to anecdotes of successful case studies and specific tactics for honing their own profile.

Most importantly, developing a personal brand means having the confidence to invest in yourself: your message, your image, your first impression, your enduring reputation. Isn't that worth more than a new suit?

To learn more about how Personal Branding works to your advantage, [click here](#) to download a copy of Becka's ABWA presentation or [contact us](#) today.



Six Essential Tools for Branding Yourself

1. **Thank You Cards:** go so much further than an email (especially when you've got your own).
2. **Personal Business Cards:** your identity goes beyond the company you work for.
3. **Work & Life Coaches:** helping you get your life on track is their job (we know from experience).
4. **Creative Flourish:** smart gifts, tools or tactics that spread goodwill and make you unforgettable.
5. **Website:** not just Facebook or LinkedIn, but a portal to your global identity.
6. **BatesMeron:** contact us to see if this is for you.

tips

A Quick Word

We love any client that values words as much as we do.

TTE Transcripts has myriad specialties—transcription, translation, editorial writing, a proprietary virtual secretary program called IdeaScribe®—that relieve professionals of notetaking so they can focus on the task at hand. What makes TTE special is the guarantee of 99.5% accuracy: 1.5% above the industry average, which amounts to 3-4 fewer mistakes per average page of text.



A 20-year transcription veteran, TTE President Terry Thompson recently made great strides to grow her business by several orders of magnitude. Playing our role to a T, we redesigned their website with a sharper image and message, brought the informational video and Fortune 500 testimonials front and center, and built new features like downloadable resources and an educational blog. Our goal was to "make transcription sexy"—check out tetranscripts.com and judge for yourself.

And getting the new website up was just the first step of a larger brand launch. After designing some rich business cards and notecards (building on their brand message "A Quick Word"), we're currently helping TTE Transcripts pull together some marketing materials that share the true value of their services with a higher caliber of clientele.

Spread the word.

Wiki-Writing

In each issue of Bzzz, we try to explain a few design-related terms that commonly come up in conversation. This time 'round, we'd like to define some terms associated with brand messaging—after all, good writing should be clear and to the point.

Name Extension (see figure 1)

The additional words on your brand name that are generally A) more descriptive and B) more optional than the core of your name. For example, the full name "BatesMeron Sweet Design" tells you we're a cool design boutique—as opposed to, say, a law firm or diamond smuggler—but in casual conversation we just go by BatesMeron. A good name extension says exactly what you are, allowing for more creative freedom in naming and taglines.

Tagline (see figure 2)

The creative slogan that serves as your brand's signature line. A good tagline grabs attention, communicates your strengths and flavor, is memorable, and uniquely speaks about your own brand. Beware vague, overused clichés like "quality", "service" and (in most cases) the year you were founded.

Unique Selling Proposition (USP) (see figure 3)

The one statement that best sums up what makes you special, relevant and distinct. A good USP is one sentence—focused on one concept, not a laundry list—that can easily be transformed into a mission statement or elevator pitch.

When someone puts you on the spot about what your company does, do you have a good answer ready? If you're at a loss for words, [drop us a line](#) and we'll give you a candid assessment of your brand message.

We're not shy.



fig. 1

Design + Conquer

fig. 2

BatesMeron Sweet Design helps ambitious companies level the playing field with brilliant brand strategy and buzzworthy design.

fig. 3