



# THE ART OF CREATING FAME: BUSINESS BRANDING

CREATING A BRAND THAT RESONATES  
DEEPLY AND MAKES A LASTING IMPACT





**"Your Personal  
Brand is what  
people say about  
you when you're  
not in the room."**

JEFF BEZOS



# ABOUT US

Yamilca Rodriguez is in the world of branding, celebrated for her expertise as a "Brand Therapist." With a remarkable career as a Former Brand Leader at the prestigious Procter & Gamble Company shaping successful billion-dollar brands like Olay, Always, and Crest 3D White.

Yamilca is the CEO and Founder of Bespoke Branding, where she creates and executes personal brands cohesively and professionally. Her boutique agency empowers women to discover their true selves and cultivate a personal brand to positively influence their financial success.





Creating a lasting personal brand using archetypes is a powerful way to connect deeply with your target audience and differentiate yourself in the market.





# Understanding the Core Concepts: Branding, Marketing, and Sales





# The Role of Branding in Building Trust and Loyalty

- **Foundation of Identity:** Your brand's identity influences every interaction and sets the tone for all marketing and sales efforts.
- **Emotional Connection:** Brands that people love make them feel understood and valued.
- **Loyalty over Transactions:** Focus on cultivating relationships and experiences rather than one-time sales.





# Why a Brand Resonates: Principles for Deep Connection

- **Purpose and Values Alignment:** Brands that succeed at this level have a clear, authentic purpose.
- **Cultural Relevance:** Understanding what your audience values and engaging with it meaningfully.
- **Consistency Across Touchpoints:** Reinforce your brand identity everywhere to build familiarity and trust.





# Creating a Brand with Meaningful Impact

- **Identify Core Values:** Understand and articulate the fundamental principles that drive your brand.
- **Empathy and Audience Insight:** Get to know your audience deeply, beyond demographics. Understand their dreams, frustrations, and aspirations.
- **Differentiation:** Make sure your brand stands out and provides a unique value proposition.





# Leveraging Archetypes to Deepen Brand Resonance

- **What are Archetypes?** Universal characters or symbols that evoke certain emotions or associations (e.g., The Hero, The Sage, The Caregiver).
- **Choosing Archetypes:** Align archetypes with brand values and audience expectations.
- **Application in Branding:** Use archetypes in messaging, visuals, and campaigns to reinforce brand personality.

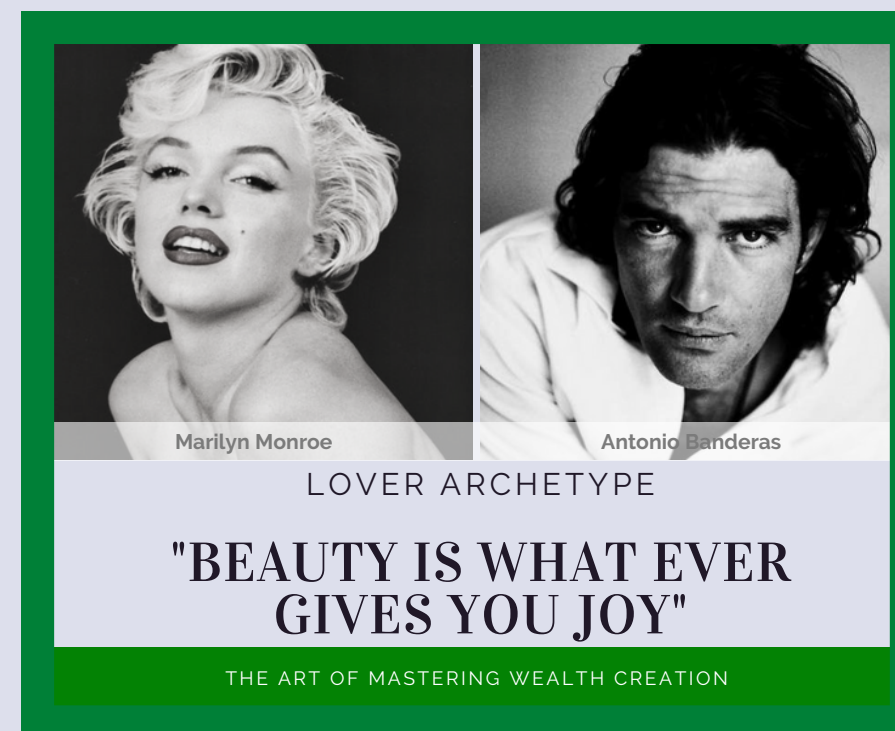
Brand Quiz





# Examples of Brand Archetypes:

- The Hero: Inspires to overcome challenges (e.g., Nike).
- The Outlaw: Breaks conventions and rebels against the status quo (e.g., Harley-Davidson).
- The Caregiver: Provides care and nurtures others (e.g., Johnson & Johnson).
- The Sage: Seeks truth and shares knowledge (e.g., Google).





# Five Steps to Building a Billionaire Brand

1

Brand  
Archetype

2

Brand  
Vision,  
Mission,  
Values

3

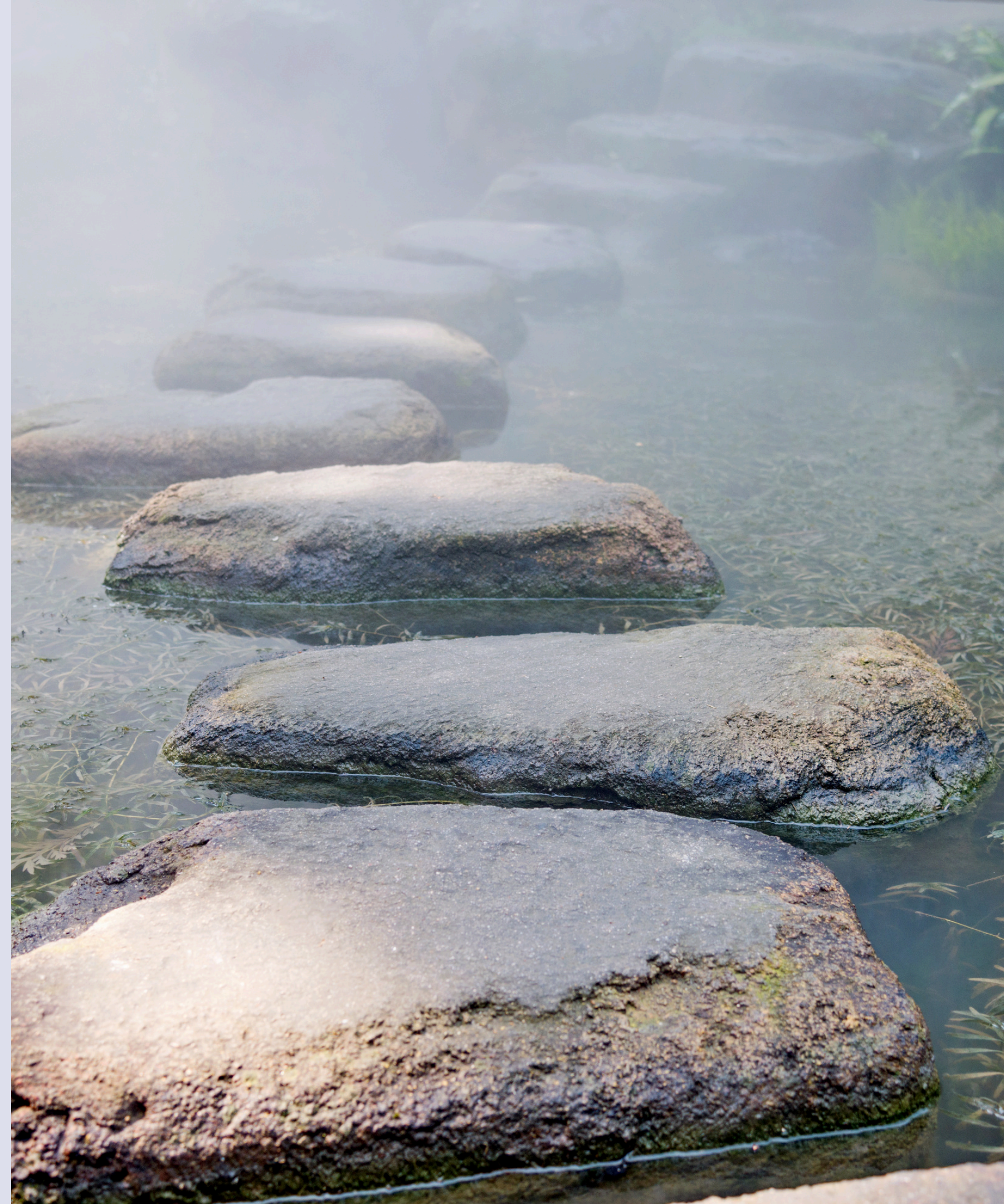
Brand  
Voice &  
Message

4

Brand  
Style

5

Brand  
Social





# Brand Archetype

Brand character defines who you are and what you stand for.

It encapsulates your values, mission, vision, and beliefs, helping you communicate your identity cohesively to your colleagues.



As a business owner, having a distinct brand character sets you apart.

It helps you stand out by showcasing your unique talents and qualities.



# BRAND VISION, MISSION, VALUES

A cohesive story that articulates a brand's values, mission, and purpose, connecting with audiences on an emotional level. More than just a tagline or slogan, a brand narrative provides context, weaving together a brand's origin, evolution, challenges, and aspirations to create an engaging, relatable identity.



Lack of Recognition and Trust

Difficulty Differentiating in the  
Market

Inconsistent Customer Experience



# Brand Voice & Message

Tailor your brand message to reflect the traits and values of your chosen archetype.

Develop a consistent brand voice that complements your archetype and use it across all your communications.



Miscommunication. Brand confusion. Erosion of trust.

Consistently representing the company's brand values through your personal brand contributes to the overall brand equity.

The positive reputation of individuals with strong personal brands reflects positively on the business.



# BRAND STYLE /VISUALS

Design logos, color schemes, photography, and marketing materials that align with the characteristics of your archetype.

Ensure your website and photos reinforce the archetype through visual storytelling.



Consistency and Cohesion:  
Utilizing an archetype helps  
maintain consistency across all  
brand messaging and  
marketing efforts.

This consistency reinforces the  
brand's identity and makes it  
easier for customers to  
understand and remember the  
brand.



# BRAND SOCIAL

Visibility: Social media offers unparalleled visibility and a broad audience reach.

Engagement: It allows for direct interaction with your audience, helping to build relationships and loyalty.

Feedback and Adaptation: You can receive immediate feedback and adapt your strategies in real-time.



# 5

Maintain consistency in your personal brand across platforms, such as LinkedIn, professional websites, and social media.

This consistency reinforces the company's values and messaging.





## Complementary Discovery Call

- Discover where your brand stands today and how to strategically position it for greater market impact.
- Receive personalized quiz results that uncover hidden gaps in your branding approach.
- Get actionable steps for enhancing your brand strategy and reaching higher-end clients with more ease.



Complementary  
Discovery call



# Build Consistent Brand Experiences

- **Maintain Consistency Across Touchpoints:** Ensure every customer interaction reflects your brand's identity, from your website to social media and customer service.
- **Monitor and Adapt:** Gather customer feedback and track engagement to refine your branding as your brand grows and market dynamics evolve.



Workbooks





# QUESTIONS?





THANK YOU