

## Your Online Brand: Asset or Liability?

In a slow economy when people are less likely to take risks, it's more important than ever to have a trustworthy online brand, differentiated from your competitors, and relevant to your ideal client's needs. This introductory document was written to help you take the first steps toward transforming your online brand into a sustainable, revenue-generating asset.

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President, ID Incorporated

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### ID Incorporated can help you:

1. Protect your business from price pressures in tough economic times.
2. Cost-effectively attract new clients to your business.
3. Ensure your brand message is delivered consistently around the clock and around the world.
4. Engage and educate clients with insightful content any time of day or night.
5. Deter incompatible clients while educating those not quite ready to buy.
6. Build meaningful trust with potential clients without rushing them.
7. Eliminate online marketing guesswork by testing and measuring online clicks.
8. Facilitate word of mouth referrals for clients and referral partners.
9. Prepare for retirement by increasing your practice's resale value with a strong brand.

### About ID Incorporated

Since 2003 ID Incorporated has helped hundreds of small and medium sized professional services firms build trust and increase revenue with effective Internet marketing programs.

## Are you ready to invest in you?

In a difficult economy where people are less likely to take risks, it's more important than ever to ensure your online brand is working for you rather than against you. Transforming your online brand from liability to asset means 1) building trust with clients rather than selling services, 2) meaningful differentiating rather than echoing competitor benefits; and 3) delivering relevant value to your target market because one-size-fits-all no longer fits.

The power of your brand is clear. Your brand is responsible for your current level of success. Your brand gets clients through the door, brings them back again, and gives them the confidence to tell others about you. But the balance of power is rapidly shifting to the web and denial is no longer an option. The brand you were able to build face-to-face yesterday must now translate online.

- **Sophisticated clients** are increasingly turning online to research their challenges instead of picking up the phone to consult you. If you don't educate your potential clients online, your competition will.
- **Empowered clients** are finding, researching, and comparing your business to alternative options long before ever meeting you. If you can't build trust online, your online brand becomes irrelevant.
- **Connected clients** are bypassing advertising, choosing instead to research and share their experiences with each other about your business. Word-of-mouth has long been the most powerful agent in the buyer decision process. If you're unable to harness the power of word-of-mouth online your brand will never reach its true potential.

Denial is no longer an option; your clients are choosing the web. The struggling economy will only serve to accelerate this shift towards online empowerment. Now is the time to ask: **Is your online brand an asset or a liability?**

In these challenging economic times, more than ever, your online brand needs a leader. That leader is you. The time to invest in your online brand is right now. And we can help.

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## Is your online brand an asset or a liability?

### Anatomy of a brand

In a slowing economy your brand can mean the difference between success and failure.

- A brand is an image that stands for something in the minds of people.
- Everyone has a brand, whether they want one or not.
- Brand perception (what potential clients first assume about you) and brand confidence (what clients actually experience with you) change over time.
- Long-term brand success is not what you say; it's what you consistently do.

What's your brand?

### Is your online brand an asset or a liability?

Your online brand is an extension of your brand. To be an asset your online brand must be

- Relevant: meaningful to your target clients.
- Differentiated: stands out from the competition in ways valued by clients.
- Trustworthy: reduces doubt and increases confidence in your business.

### Relevance: Do you really know your customer?

To be relevant to target clients your online brand must

- Go beyond target client demographics. What is your client's buying process? Are they driven by logic or heavily influenced by emotion? Are they impulsive or do they review every detail?
- Know that one-size-fits-all no longer works. Do you tailor your message for each type of client or do you use generic language to communicate generic value?
- Clearly promote outcomes not services. Does your online brand convey relevant benefits?
- Communicate who is *not* your client as clearly as it communicates who is. Do your clients instantly know they're in the right place when they find you online?

### Differentiation: Do you stand out from competitors online?

To be differentiated your online brand must

- Communicate value your clients find unique, memorable, and worth talking about.
- Go beyond expectations to achieve differentiation. Great service, expert knowledge, and fair pricing are no longer sources of differentiation; they are now client expectations.
- Clearly communicate at least three aspects of your business valued by clients that your competition does not offer or cannot replicate.

## Trust: Do you increase client confidence online?

To build trust you need to evaluate your business by the same criteria your customers use to judge you.

1. **Intention:** Online, are you selling or educating? Are you pushing potential clients or drawing them in? Are you here for yourself or to help your ideal client? Do you offer education at no cost to *qualified* clients or do you charge on sight?
2. **Integrity:** Online, do your words and actions consistently match up? Do you communicate a “boutique” message to clients while trying to look “corporate” online?
3. **Capabilities:** What are your credentials? How successfully do you communicate and share your knowledge and experience online?
4. **Results:** Online, where can potential customers read your success stories, case studies, etc?
5. **Reputation:** Can your customers access testimonials and recommendations from trusted industry experts online?
6. **Giving back:** How are you active in your community? Do you teach? Mentor? Give back? Volunteer? Online can potential clients clearly see that both you and your business focus on more than just the bottom line?

## Next Step: Are we ideal for each other?

Maybe we can help you transform your online brand into an asset.

- Do you provide a service?
- Do you serve your clients with purpose, passion, and precision?
- Do you dream of spending less time on marketing and more time helping clients?

If you answered “yes” to the above, let’s talk.

## Let’s get started

Call us at 1 (866) 257-2858, or e-mail us at [clientcare@idincorporated.com](mailto:clientcare@idincorporated.com) to see if you qualify for a comprehensive online brand audit – a \$1,200 value – currently being offered at a discounted price of \$900. Let us help you invest in your online brand. Don’t have the time? We have a team of specialists to take care of the heavy lifting. Our specialists become your online branding department so you can get back to the business that matters – yours.