# How to Differentiate Your Brand & Attract More Customers with Sue Kirchner

with Sue Kirchner · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Brand strategist Sue Kirchner says a brand lives in the minds of customers, employees and investors, not in what a founder says about the company.

- [ ] Write down why you started your business, what you're good at, your core values and who your ideal customer is.
- [ ] Ask your top customers why they stay loyal and what you do that others can't.
- [ ] Compare what customers say with what you believe your brand is, and look for the gap.
- [ ] If there is a gap, decide whether the fix is your messaging or the experience you deliver.
- [ ] Before any pitch, rewrite it around what the investor or client wants, not what you want.
- [ ] Plan how your personal brand will become an organizational brand if you ever want to sell.
- [ ] Block your peak creative hours and your personal time in the same calendar.
- [ ] Put shared projects in one tool, like Trello, so your team can pass files and mark tasks off in one place.
- [ ] Ask for advice from people who have done what you want to do.
- [ ] Download Sue's free workbook and work through the 10 questions to identify your unique brand.

Listen, read the transcript and get the links: addspacetoyourlife.com/podcast/differentiate-your-brand-sue-kirchner/
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