

# A Copywriter's Guide to Exquisite Branding

By Amber Gelinias



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## INTRODUCTION

# Oh, hey there!

My name is **Amber Gelinas** and I'm a Copywriter and Content Creator. I'm also the owner of **The Write Choice**, a content writing service that focuses on unique storytelling through authentic and relatable voices.

I'm Chinese, French, and Metis. My father's side of the family are Chinese but they live in Vietnam and my dad came to this country with nothing in the 1970's / 1980's wave of the Vietnamese Boat People. I was always told by my parents, "Go to school, get a good education, and make money."

Growing up my dream was to be a writer but I was told that my writing was 'cute' or 'a good hobby' and that I would 'never make any money with writing'. My creative dreams were shattered and I went on to college to become an Oil and Gas Land Administrator and a Reporting and Integration Analyst.

I've always been a writer, ever since I was little. I grew up in a world of tumultuous family chaos, some would call it a 'broken home'. I had no one to talk to or turn to as a child so I used to rip little corners of paper and write my thoughts and feelings down, hiding them under my mattress in hopes that no one would ever find them. Over time, those little scraps grew to pages and those pages grew to notebooks. Those notebooks grew to a deep seeded need and passion for words and writing.

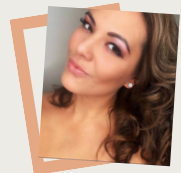
After a serious health scare at age 25, I decided to say – screw it! Actually, I said f\*ck it, but I'm trying to keep this PG here haha!

I decided to finish my oil and gas contracts, sell all of my possessions, and book a one way ticket to Australia to follow my dreams of acting, modelling, and writing.

My dreams (and nightmares) unfolded in none other than The Bachelor Australia mansion. It was a once in a lifetime opportunity and an experience that created a lot of opportunity for me. It resulted in a contract with New Idea doing coverage for The Bachelor Australia and that opened doors to more writing opportunities.

I had the natural talent but I never had formal training. In 2018 I was accepted to Vancouver Film School and studied, Writing for TV, Film, and Videogames. Through my education I learnt the pillars of storytelling, and use those skills in my copywriting and content creation today.

Take the first step in telling your authentic brand story, and book a **free 30 minute Discovery Call** with **The Write Choice**.



# Who are YOU?



Let me tell you a little secret, life gets a whole lot easier when you figure out who you are and you stop apologizing for being your authentically amazing self. Whether you're a brand, business, or marketing your own unique self, the number one piece of advice I have to give you is - *be authentic!*

People relate to people. People relate to stories. People relate to *REALISM*. Share your story with your audience, tell them about the passion behind your business, and fine-tune the ability to authentically connect with your target audience.

## What is your story?

Take the time to discover who you are as an individual and as a business. Audiences relate to real life stories of trials, tribulations, and successful turn-arounds. There is a reason why the plot mechanism, *The Heroes Journey*, has worked for ions.

Audiences love hearing about how you started out. Maybe you started out with nothing but an idea, no money, and no clue how to step forward into the massive world of business in branding. How did you become *YOU*?

## What is your passion?

Once upon a time, I had a Goal Coach and she said something that will always stick with me, "*Follow your passion, and the money and success will follow you.*"

Get into the depths of the passion behind your brand and business. Being an entrepreneur is not for the faint of heart. What is your *WHY*? Figure that out and really take the time to define it. Once you have that *clearly* defined it's time to strike up the confidence to share your "*why*" with others. Why share this with others? Because people want to be inspired!

## Does your story connect?

Someone once told me that good story starts in the middle and brings the reader through a pictorial journey, with each word on the page creating vivid imagery in the reader's imagination. Bring your story to life and get descriptive!

If your struggling with your story, defining your passion, and creating a narrative that connects them, consider scheduling a *free* 30 minute Discovery Call with **The Write Choice** (check out our website for details).

Sometimes it's hard to talk about ourselves and figure it out on our own. *I'm here to assist* you in finding solutions and telling your story!

STEP TWO

# How to Establish Your Brand

## Building Your Personal Brand

So you have a business, but what about your *brand*? The foundation of your brand should clearly define your mission, values, personality, and target audience. Think of branding like building a house: without a strong foundation, a house will eventually crumble. That's why defining your brand in detail from the ground up is so important. We're here to ensure that your brand leaves a lasting impression and legacy.

Let's talk about guidelines—every brand should have them. The reason is simple: you want to visually and verbally represent yourself in a cohesive, engaging, and professional manner at all times.

Think about the ins and the outs and don't be afraid to get *detailed*. You should have a streamlined vision of consistent logo usage, color palette, typography, tone of voice, and imagery. There is nothing worse than going to a website and seeing a flurry of different fonts and aggressive or unprofessional color palette choices. These mistakes can detract from your written content and give your brand a confusing or overwhelming appearance. By clearly defining your brands guidelines it creates consistency and reinforces your brand's identity.

↖  
**CONSISTENCY  
CREATES A  
STRONG  
BRAND  
IMPRESSION**



## INCONSISTENT CONTENT



## STEP TWO

### Be Consistent

If you've gone through the time of making a one of a kind website for your business it's important to make sure you're staying consistent with your brand guidelines across all consumer touchpoints. This means following the same brand guidelines you used on your website for your social media profiles, marketing materials, packaging, and customer service interactions. *Consistency builds trust and reinforces brand recognition.*

### Establishing Trust: Transparent and Clear Communication

We live in a world where communication is at our fingertips, every second of the day. Communication is sooooo important! Personally, it's one of my strongest values in my personal and professional life. The way we communicate is crucial and it sets the tone for our brand. Keep this in mind for any and all communications. This includes website content, emails, social media posts, and how you respond to comments and reviews (positive or negative).

Clear and concise communication builds credibility. When your audience encounters transparent and clear communication from your brand, they are more likely to realize that your brand is credible and trustworthy. This credibility can influence their purchasing decisions and foster long-term relationships within your brand.

### Adapt and Evolve

While consistency is important, it's also essential to adapt and evolve your brand over time to remain relevant and meet the changing needs of your audience.

This means staying up to date with things like market and social media trends. The world is an evolving places and so is your target audience!

Regularly evaluate your brand strategy and make adjustments as needed, while still staying true to your brand's core identity.

**COHESIVE  
BRAND  
EXAMPLE**



# Who is your target market?

## Identifying Ideal Client: Uncovering the Foundation for Success

To effectively sell, you need to know and define your target market. It's great to have a product or offer a service but if you are just throwing it out into the wild and hoping that anyone and everyone is going to bite back, that's probably not going to work. *I'm talking details, baby!*

## Sex

How does your audience identify themselves? Male, female, trans, non-binary? Are you catering to a specific sex or are you being fully inclusive? And if you are being fully inclusive, please make sure that you are being FULLY inclusive. Ensure that your approach embraces all individuals, regardless of gender identity, to foster a welcoming and inclusive environment.

## Income

Yes, you want people to buy your products and services but think about the type of clients you want. Do you want the client who loves your product but struggles to put their pretty pennies together in order to get it? Those clients are valuable but are they sustainable? Consider the income level of your ideal client and how they justify spending money on what you have to offer.

## Age Range

Think about both the demographic your product or business caters to and the audience with the financial backing to invest in what you have to offer.


## Location

Are you interested in selling locally? Use that to your advantage and celebrate the fact that you are locally owned and operated. Do you want to hit an international market? Do your research on what that looks like.

## Lifestyle

What do your ideal clients do? What are their hobbies? Which other brands do they enjoy? What careers do they have? What are their home life dynamics like? Do they follow a budget? Are they affluent housewives who seek their husbands' approval for purchases, or are they self-made hustlers and grinders who are self-sufficient?

### HOT TIP



Build mock profiles of your target audience and keep them in your branding portfolio.

# Identify Weaknesses and Provide Strength

## Listen to Your Audience's Needs

You may have an amazing product or service, but how is it doing? How does your target audience think and feel before, during, and after they use your products or services? Tune into the minds of your target audience and *LISTEN* to what they are saying. Don't hesitate to ask for client feedback. This can be done by utilizing surveys, conducting interviews, or gathering data analysis through third party apps.

Look for patterns or trends that indicate areas of weakness or dissatisfaction and build them into your strong points. You can't fix a problem, until you *know* the problem.

## Focus on Solutions

You've identified a sore point for your target audience and you basically just struck gold. Identifying your clients needs is where the golden treasure lies.

By focusing on solutions for your target audience, you can create products, services, and experiences that truly resonate with them and help address their needs and challenges effectively. This leads to stronger customer relationships, increased satisfaction, and ultimately, brand awareness and business success!

## Seek Recommendations and Reviews

Knowing your target audience is one thing but building and maintaining strong relationships with them is another. Seeking recommendations and reviews is a fantastic way to build trust and credibility on your brand. When your brand gets people excited it gets them talking, which means free advertising – *a major win!* Many consumers rely on recommendations and reviews when making purchasing decisions. By actively seeking and promoting positive reviews, you can influence potential customer decisions.



STEP FIVE

# Embrace Your Journey

Have fun! Embrace your journey through business and branding. Make it your own, and be proud of who you are and what you stand for. The best brands are made up of authenticity and uniqueness. Don't be afraid to do trials and errors, make mistakes! They're part of life, and we always learn from them. Celebrate your successes and every mini milestone that comes along your way, because it means that you're doing it! You have the chutzpa! You've got what it takes and now it's time to do it.

Build that brand and make your business go BOOM!

- Amber Gelinias