

Workshop Title: Branding..telling your story

Speaker & their title: Michelle Wolff, Whole Green Heart

Executive Summary :

A crash course in business development: What it is....What it is not....Why it should not be easy. Brands tell our customers why they should buy from us by telling them our values, results and benefits. Brands come out of our stories. Telling them is great branding.

Great storytelling is great branding

Great storytelling in the small business community. People stand in front of others and ooze with pride and enthusiasm about what they do. Branding is oozing your passion and the why we do it.

|| get people to give me their core values and then why do you have your business. It is difficult for many to make the connection.

Sometimes at the market, people come up and ask 'what do you have new for me today'? Why you do it is the actual and what they take home is secondary. Why does this group resonate with this person, and others resonate with someone else? I cannot sell to everybody. Sales come from who I am and my story. (slide)

(Slide) Competition is an illusion. Stand in your story; in confidence and in sync with your talents.

(slide) Simon Sinek: Introducing a brand new product: Some would rush to get something as it is new, some would hang back, some would come if the idea was tweaked. 2.5% are early adopters and they are ready to pay a higher price and will be your ambassadors, telling others. Others are late adopters. Be diligent in speaking to your early adopters. They will carry your message out in the world to convince the majority. Use them, and figure out how to speak to them - for example, I want warmth and to buy from someone I have a relationship with. Solve the problem by looking after my cold feet by buying alpaca slippers and giving money to a local outfit. Price falls away.

Features tell benefits sell and can also be values. Aesthetics matter to many people. Farmers markets are about being authentic. What are small entrepreneurs doing in real time and what's working without big bucks?

Questions....slide with questions :

These are conversation starters that your core customers would love to have with you...turn them into your community, your neighbors. To do so, you would need to share the answers to these questions. Tell them what you are about.

The power of a winning personality: If the personality piece is not in place, hire

Theresa Richards 12/27/88 4:16 AM

Comment: We prefer to have our notes in third person, so please change the "I" references to "Michelle/the speaker" - I'm sorry this wasn't part of the orientation - I've noted it as something to add for next year!

Theresa Richards 12/27/88 4:04 AM

Comment: We don't have her slide show unfortunately - is there something more you can add to elaborate here? If not, please just omit the reference to the slide.

Theresa Richards 12/27/88 4:38 AM

Comment: Can you remember a couple of the questions? Again, without having her presentation, it would be great to at least have a couple examples rather than refer to the slide.

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someone else to sell your stuff

Comment :

Stores are now putting the grower in pictures so we must be doing something right at farmer's markets.

Q. Does it not help to have a symbol or a name to identify your business?

A. Your name is not as important as your tag line. "Jones Farm" needs a tag line to bring 'what you are about' to life. Your signage should be telling the story either through your business name or your tagline.

Professionalism online is necessary, so overhaul your website. You can even use templates.

Organizations that carry your same values are ones to be involved with. Being affiliated with them is relationship building: email campaigns that tell who you are, what you are about, and what you have been up to.

Bring out what matters to you and get to the values underneath this. Explain rather than using organic and local. Use the word "fresh" which means nutritional value and picked today.

Q. In Manitoba, I run a farmer directory as a promotional tool. How do you get farmers to speak well about themselves?

A. Here in NS, we do a 40-hour program with people in one place, and they study a lot about themselves, shedding light on this, unearthing this lack of self-worth.

Q. We are organic cranberry growers and feel there is a lot to using the word organic in our marketing.

A. We all need to take up the challenge: the meaning, the value that underlies it. Define it, be proud of your story, how do I differentiate from others, use value rich language and tell it.