

# Brand Basics

## Defining Your Brand

**RULE 1:** Your brand is your most valuable asset. You must be purposeful in building and marketing it.

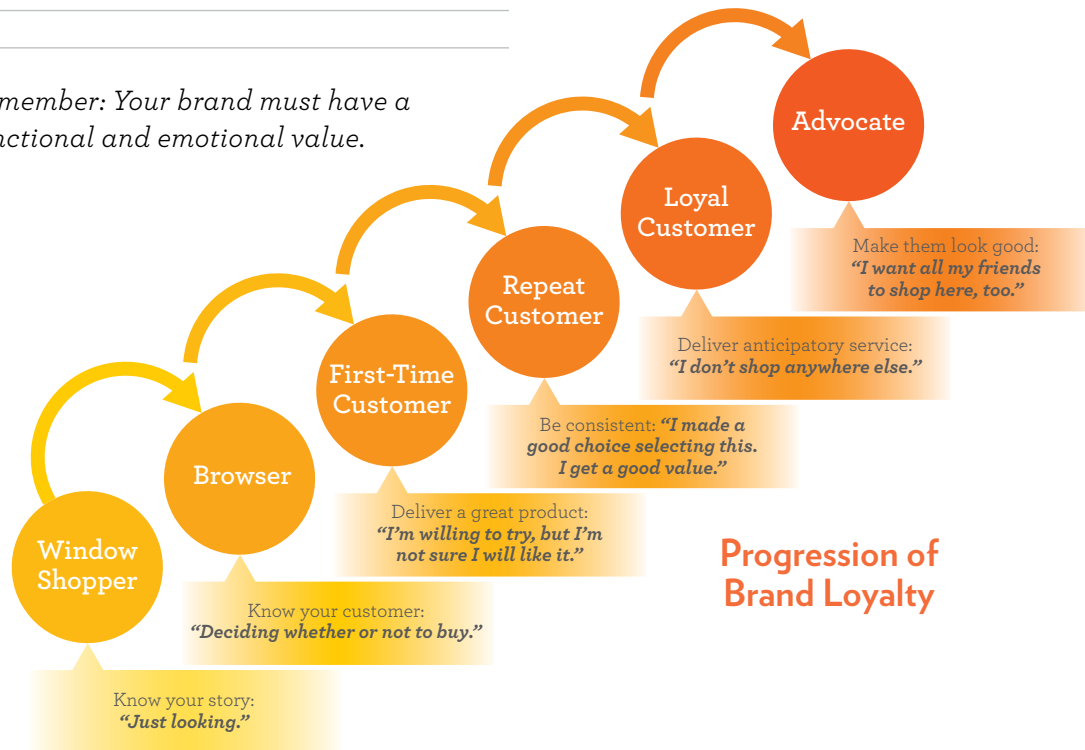
What three words would I like others to use to describe my brand:

---

---

---

*Remember: Your brand must have a functional and emotional value.*



## Building Brand Loyalty

**RULE 2:** You can not be successful without at least one loyal customer.

A loyal customer starts as a window shopper and progresses through several stages of the purchasing relationship.

## Manage Your Points of Contact

# 1

### Presence

I will commit to doing one thing to develop my presence:

---

---

---

# 2

### Packaging

I will be mindful of my professional appearance. It is my understanding that I should dress as follows at work:

---

---

---

# 3

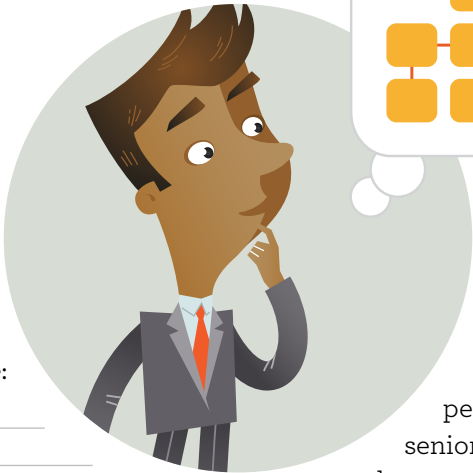
### Product | Performance

I will be diligent about my product or performance. Some ways I can do that are:

---

---

---



**RULE 3: Your customer’s complete satisfaction must be your top priority.**

How does it feel to work with me? Here are some things I can do to ensure that it is a good experience:

---

---

---

---

**RULE 4: It is not enough to deliver an exceptional work product; you must also deliver anticipatory service.**

My work product is not enough. Here are some things I can do to deliver anticipatory service:

---

---

---

---

**RULE 5: All successful consumer brands have a meaningful point of difference. For young lawyers, that difference is relationships.**

Relationships at all levels are important. List two people (and their contact information) who are more senior than I am at my summer organization; two peers; and two people outside my summer organization whom I will keep in touch with this summer and beyond.

Senior: \_\_\_\_\_

---

---

Peer: \_\_\_\_\_

---

---

Outside: \_\_\_\_\_

---

---



LEADERSHIP  
COUNCIL  
ON LEGAL  
DIVERSITY