



BRANDING

FOR HIGH DOLLAR SALES
WORKBOOK
FOR
INTERIOR DESIGN & HOME REMODEL
BUSINESSES



kitchen & bath
MARKETING SOLUTIONS

BRANDING FOR HIGH DOLLAR SALES

Luxury Branding



The idea of 'Luxury' revolves around desirability for rarity and exclusivity. Interior designers and home remodelers may cater the want for luxury but they can not go after every high-paying client. This is where 'branding' will help them. And we will not recommend any ordinary branding here. To become a haute luxury brand, 'Luxury Branding' is the only orbital road to success.



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How do you define luxury for your business? **Brainstorming Activity**

Brand Photoshoot?



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Service Provider Vs Solution Provider

What is the problem that keeps talented people like you stuck in the world of invisibility and under charging?

People pay commodity prices for services, but they pay premium prices for solutions.



Service Provider



Solution Provider



Solution Provider



Solution Provider

The Luxury Tips

#1

Know Your
VALUE

SEO STRATEGIES TO INCREASE TRAFFIC TO YOUR WEBSITE

Finding Your X-Factor

1. What problem do you solve better than anyone?

2. Who do you solve it for?

3. What solution are you providing that people might pay a premium to receive?
(solution provider, not service provider)

4. What is something you do naturally that your clients comment on?

5. What is something that you do to improve your client's lives (or their experience?)

Identify the Problem You Can Solve

To identify what problem you solve:

Ask yourself:

1.What does my ideal client want more than anything?

2.What holds your client back from success in their life and or business?

3.What do they struggle with on a daily basis?

Identify Your Ideal Client

Ways to identify your ideal client:

1. Who are you best positioned to serve?

2. Who is best positioned to get value from what you offer?

3. Who is looking for the premium level of service in your industry, and willing to pay high dollar for a vip experience?

4. Who do you enjoy doing business with the most?

5. Who is best positioned to get maximum ROI on your level of service?

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Brand Messaging

KATHY BROWN

Essential Balance Coaching

As a Certified Coach, Teacher, Trainer and Speaker, I can offer you workshops, seminars, keynote speaking, and coaching, aiding your personal and professional growth through study and practical application of time-tested and proven methods of leadership. Working together, I will move you and/or your team or organization in the desired direction to reach your goals.

Case 1: Brand Message is Unclear



CLARIFYING THE MESSAGE

so that it attracts your ideal client who is ready to pay what you want to charge.



WORK WITH ME | ABOUT | CONTACT | SCHEDULE A CALL

Case 2: More Clear Brand Message

TAKE YOUR BUSINESS FROM STUCK TO SUCCESSFUL.

Customized Strategy & Coaching to help you focus on the next right steps to get back into the flow of success!

SCHEDULE A CALL



If you have questions or need assistance with your marketing strategies, schedule a time to talk with our experts at www.Kabms.com/Schedule or call us today at 800-516-5773.

The Luxury Tips

#2

Show Your
VALUE

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Brand Positioning

Brand positioning = aligning your company with the images, thoughts and emotions that you want it to be associated with in the mind of your customer.

SHOW + TELL
=
A WEBSITE THAT CONVERTS
FROM A PORTFOLIO TO A WELL POSITIONED BRAND



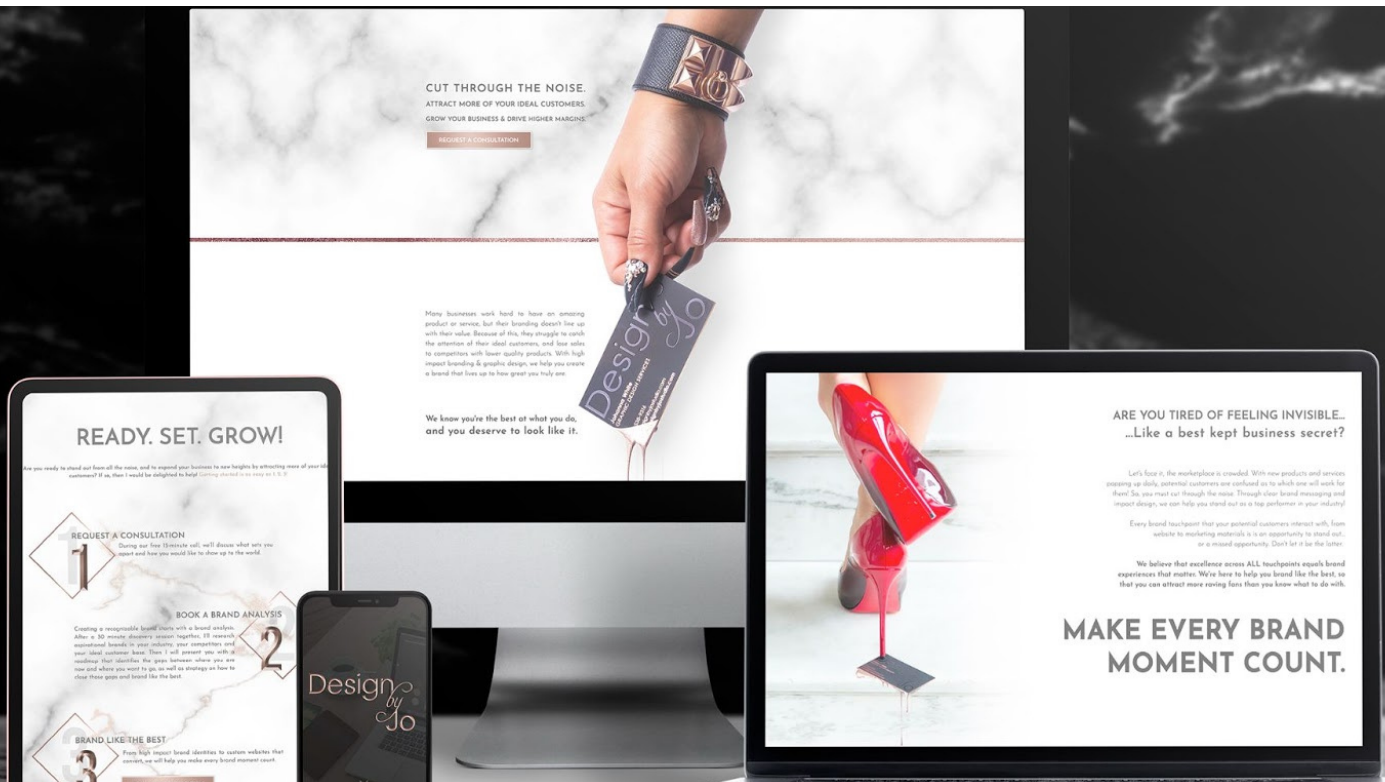
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Brand Consistency

Consistency Across Brand Touch Points

Brand touchpoints can be defined as ANY interactions and exposures that a consumer can have with a brand. Your touchpoints happen every time a potential customer comes in contact with your brand—before, during, or after they purchase a product or service from you.



Touch Point Checklist to maximize your
ROI
www.designbyjostudio.com/checklist

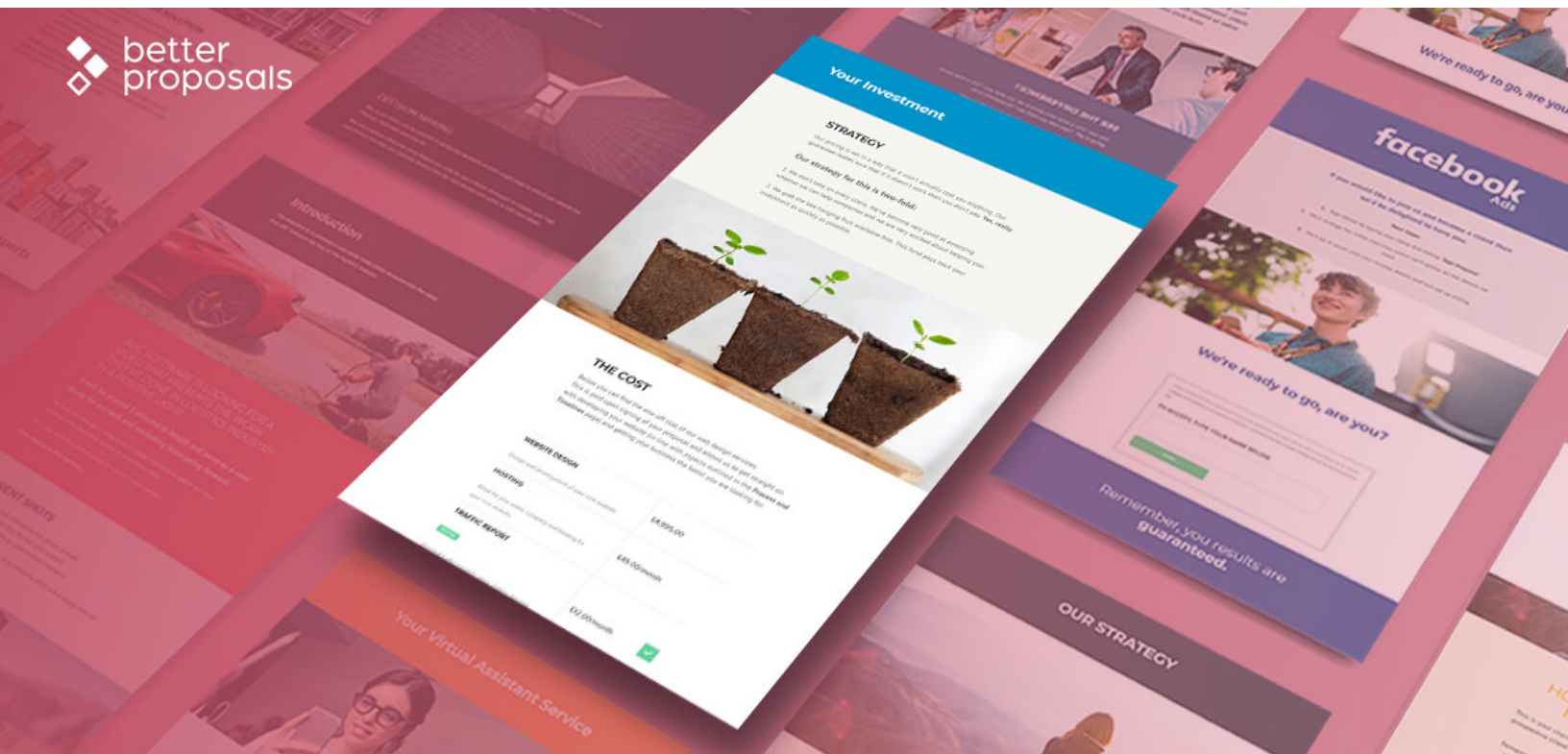
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Brand Touch Points - Proposals

Use online software called “Better Proposals.” It lets you create elegant, professional web based proposals that look great on any device.

If you are still trying to show your value to a potential client with nothing more than a line item estimate, you are missing out on a huge way to position your brand as a premium service provider.

Proposals are an amazing way to show instead of tell, and can lead to higher close rates on high dollar service packages.



Better Proposals
Scan QR code to visit site.

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The Luxury Tips

#3

Find Ways to
ADD MORE VALUE

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Add More Value

A business that serves their customers in the way that they want more of. Fall in love with your customers, instead of with your products or services. Then you will pivot when you need to pivot.



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IT TAKES A *Team* TO TAKE YOUR DESIGN/REMODEL COMPANY TO THE NEXT LEVEL!



IT TAKES *Experts* TO RUN YOUR INTERNET MARKETING

- Internet Marketing Campaigns Designed Specifically For You
- Social Media Strategies to Help Grow Your Brand
- Conversion Tools to Close More Clients
- Online Reputation Monitoring and so much more . . .

IF YOU ARE READY TO TAKE YOUR INTERIOR DESIGN OR HOME REMODEL COMPANY TO THE NEXT LEVEL, THEN ONE CALL IS ALL IT TAKES.

800.516.5773

www.KABMS.com


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