

Ep 62: Leveraging Your Community to Build your Brand

with Mike Brown, Founder and CEO of Rebel Mettle Brewery



- Put your stake in the ground and establish your brand.
 - Make sure you answer these questions: Who am I? How am I different? Why would you want me? These will become the foundation of the experience of your brand and help you build authenticity and consistency when you launch your brand.
 - We have episodes on building your brand to check out if need be. If you don't get this right from the beginning, your community will not know what to expect from you because you don't know who you are!
- Create an experience your community is looking for.
 - One of the most exciting things once you decide what your brand is going to be is bringing it to life to create an experience.
 - Ensuring every single thing you put out there is consistent and on-brand is no small task. Brand standards are essential as they provide a reference point to come back to every time you create something new. This is especially important as your brand gets rolling "out in the wild" and you build traction.
 - How do you want people to feel as a result of experiencing your brand? We talk a lot about how crucial the emotional connection is in creating a memorable experience that builds a community and keeps people coming back.
- Active engagement is essential.
 - Be a member of your community. It is about being around and accessible.
 - Employees are some of your best marketing. They represent the brand even when they aren't "working".
 - Employees can extend beyond the actual neighborhood- podcast appearances, interviews, marketing events. etc. Get out there and talk about your brand!
- Take good care of your biggest fans.
 - Go above and beyond for your loyal customers. Spend the time to get to know them and the kids if applicable. Do the extra somethings that may be small to you, but a big deal to the customer. Make sure this is genuine or you're wasting your time.
 - The value of getting people on your side and keeping them there is invaluable. It creates the desire for them to speak on your behalf.

Areas to address immediately are:

1. _____

2. _____

3. _____

Action Plan:

Action	Timing	Progress	Complete