

Brand Therapy:

**Create a brand that works
for you**

BY JAIME SCHWARZ

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Getting to Know Your Brand

Customers today attach personalities to brands. To them, brands have backstories, desires, even traits.

Companies who have worked to move beyond their mission statements, to personify their brands, have a more engaged and loyal customer base.

Their brands are parts of people's lives.

Jeff Bezos said, "Your brand is what other people say about you when you're not in the room." But if your brand is powerful enough to speak for itself with *all* your stakeholders, then it's never out of the room.

Brand Therapy offers a way to make a brand a constant presence in a shifting market. The stronger the foundation of the brand, the more freedom it has to adapt in an ecosystem full of innovation, competition, and changing cultures. When a brand is strong enough to speak for itself, whenever the market shifts, all the company has to ask is, "What would the brand say?"

Brand Therapy offers the chance to strip down and strengthen a brand by getting to the *Why*, the purpose of the company it represents. Working together to activate that *Why* as a personified *Who*, a brand can do more than exist as a reference or mantra, but actually inform business

decisions and provide a reason to be in consumers lives beyond purchase and use.

Think of the companies you love. Think of how you actively go out of your way to share that you use their products. Think of the causes you and that brand both believe in. When you think of the cause, you think of the brand.

When it's time to make a purpose-driven business decision, all the company has to ask is, "What would the brand say?"

Brand Therapy is a process that provides a true, 1-on-1 relationship between the customer and your company, a relationship that provides a conversation you get to listen to, learn from, and act on.

Bringing Your Brand Voice To Life

The best brand is the one that works for you. It consistently aligns with and supports the reason you're in business. It tells your story to everyone, becoming its own stakeholder when decisions need to be made.

Most brands start weak and never strengthen, no matter how much time or money is put into them. They're born *after* the companies launch, not organically *with* them, creating an inauthentic relationship between customer and company.

But there's another way.

Your brand can be fortified, allowed to find its truest purpose. So it authentically speaks for itself.

And become the ambassador you meant it to be.

Brand Therapy, the process that moves business and brand back into alignment to reintroduce it to the world, works.

“Most brands start weak and never strengthen.”

This booklet shows how brands move from afterthoughts to virtual Chief Purpose Officers, working inside and outside your company, empowering your stakeholders to support the brand they believe in.

Rediscovering Your Why

A brand without a purpose is just a logo with a tagline. It might be clever, and even memorable, but it doesn't resonate with anyone, including you.

Whether you take advantage of it or not, consumers live in a brand-centric economy, a marketplace where purpose matters just as much as product. In this culture, the biggest threat to a company isn't its competition, but the hypocrisy of not living up to the beliefs a company claims to share with its customers. So a brand being true to its beliefs, and acting on them, is what raises the value of that brand, and the company it represents.

Your brand should be an expression of you and your company – focused, easy to communicate, with a purpose and direction.

It's a product of your mission today, evolved into your vision for tomorrow. It's why you exist, asserting itself to make your maximum impact on the world.

That *Why* is where Brand Therapy starts because it's the kind of foundation powerful enough to pull your brand forward as the embodiment of your company's purpose.

“The biggest threat to a brand is hypocrisy.”

Something that powerful doesn't happen by accident. It's not a product of time. You, along with your Brand Therapist, dig into the reasons things are what they are, and what you originally wanted them to be. So you can ask what your company's future should be. This process transforms your Why into what customers think and feel when they encounter your brand, by aligning it with what they already care about.

By personifying your *Why*, you unlock all the psychological tools of betterment normally reserved for people, that can now benefit your brand.

Product & Market Deep Dives

Before a customer buys your product, they buy in to your brand. A powerful brand relies on three pillars:

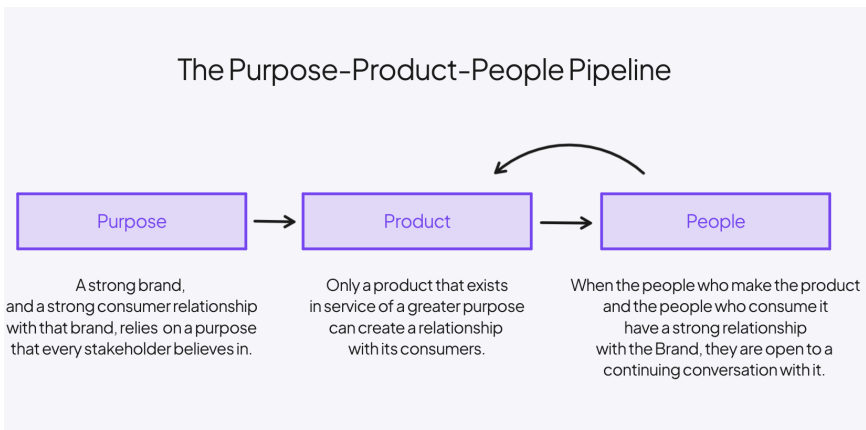
- Guiding your company Purpose towards a strong mission.
- Seeing your Product through your customers' eyes.
- Focusing on how People experience of your product, not the product itself.

Purpose: Your company purpose not only feeds your product development, it feeds your brand development, because brand development is aligning company and consumer beliefs. Your mission should be the action your purpose demands. And your brand should be the one who takes that action. By acting on a shared belief, those actions create a collective stakeholder connection.

Product: With that connection, look from the product's point of view. Is the product's benefit in service of the same mission as the brand's? Do your consumers use your product in service of that larger mission?

People: Finally, study the benefit consumers buy your product for. What is it they're really buying? The product or the benefit of that product? Brand Therapy doesn't focus on product development, it focuses on product benefit development. Only then are you developing from your consumer's perspective instead of your own.

Once your purpose, product, and people are all aligned, you can now create a PPP pipeline. Consumers who don't just buy, but buy in, will invest in conversing with your brand, informing you how to keep your product and their needs aligned. A steadfast purpose will align your product with a certain market. Only an informed consumer will tell you how to shift your product and people to stay aligned.



A strong brand breeds a strong product-market connections
Brand Therapy frees your Brand to tell you what both are saying.

How to actually shift your product and market back into alignment is what we'll cover next.

Product Market Shift

As you've just read, what you sell is different from what your customer is actually buying. From their perspective, they're not buying your product, they're buying the benefit of it, how it actually makes their lives better.

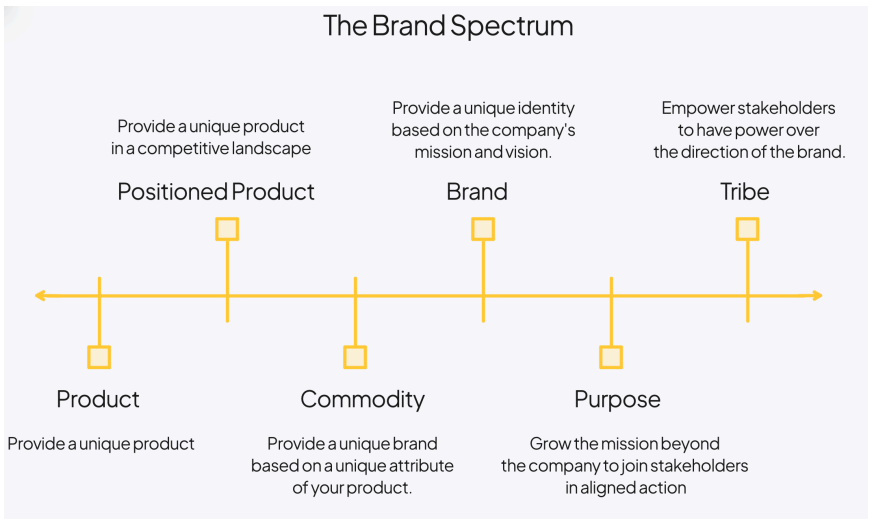
That benefit is known as the CX or Customer Experience, when what you sell and what your customer is buying are aligned. It's also known as Product Market Fit.

As tough as achieving Product Market Fit is, innovation and competition keep progressing, and your product is part of a market's ecosystem. Ecosystems are always changing. It's why Brand Therapy focuses on a constantly aligning market shift, instead of market fit.

To keep your product and market fit, you have to understand the shifts in both, and adjust accordingly. That's why Brand Therapy offers the Brand Spectrum, to help you find how your customers want to interact with your brand.

“What you sell isn't your product or service, it's the experience your customer has with your product or service.”

With strongly defined Purpose and Product, it's easy to find your brand on this spectrum. Understanding what kind of brand you actually are from this perspective will help you see if this perspective is shared by your People as well. Don't shift until you know who your brand is, don't remain if you know your people see your brand as something else.



The Brand Spectrum helps you find the product and market alignment you must shift towards.

What you sell has gotten you this far. What your customers really want will take you wherever you want to go.

So where do you want your brand to take you?

About the Author



Jaime Schwarz shows clients new concepts and perspectives about their brands. He strives to reveal the relationship between what you sell, and what your customer is buying so they can be aligned.

Jaime graduated from Colgate University with core liberal-arts distinction and a double major in philosophy and psychology. After 15 years as an award-winning creative at top-tier, New York City agencies, he co-founded six diverse startups that combine technology and psychology to help people and companies adapt to disruptive change. He holds a patent for empowering brands in the metaverse, and developed the Brand Therapy practice over four years, combining his marketing and psychology experience with targeted research.



Ready to discuss your brand and its future?
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