



Tell My Story
Create a Brand or Identity



Elevate Awareness of My Creative Brand

Program Overview

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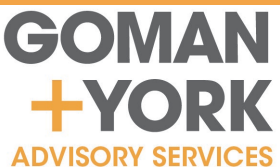
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Toolkits created by:



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This program has been designed to support the Creative Economy Sector in the Two Rivers-Ottawaquechee Region and Cornerstone Creative Community and was jointly funded by the Economic Development Administration (EDA) and Two Rivers-Ottawaquechee Regional Commission (TRORC).

A series of toolkits were designed for artisans and businesses within the Creative Economy in east central Vermont. These resources and tools are for use by various art organizations and individuals to assist in the promotion of their creative businesses.

The series, Elevate Awareness of My Creative Brand, is designed to promote greater sales and brand recognition of your business. The toolkits are designed in a progressive order but can stand on their own depending upon the needs of the individual or business. Topics include:

1. **Self-Assessment – Re+Assess – Re+Imagine – Re+Invigorate**
2. **Tell My Story – Create a Brand or Identity for Business**
3. **Communicate with My Customers - Marketing & Communication Plan**
4. **Share My Creativity - Social Media/Web Connections**
5. **Expand My Reach – Collaborating & Connecting**

NOTE: At the end of each toolkit, you will find Resources and Links for additional assistance and helpful information.



Tell My Story

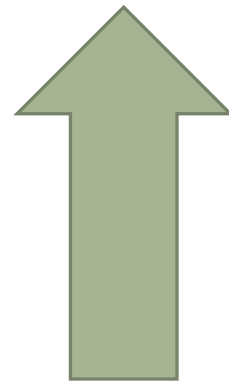
The goal of this toolkit is to elevate your creative brand recognition. Who you are, what you do, what makes you unique, why you do what you do and how you got to this point all go into the story of your Creative Economy craft or business.

Telling your story creates your brand— it captures the attention of your clientele or patrons for your arts, services and products. **It's what gives you a unique identity and is an important element in your success.**

Mission, vision and passion are the driving forces behind your creative brand and identity. Sharing that story captures the interest of customers and clients looking for unique products and specialized services.

Although helpful, you will not necessarily need a website to convey your story. This can be expressed in other media – social and print. Don't be confined by traditional marketing methods or intimidated by social media. Allow your creativity to point you in the right direction.

Telling your story connects you with your customers and leads them in your direction.



**Without a story you're
not leading people in
your direction!**

Tell My Story

CREATE A BRAND OR IDENTITY FOR MY BUSINESS

- ☐ I have a well-defined brand and logo.
- ☐ I have developed a story related to my Creative Economy artistic endeavors, trade or business - an "About Us."
- ☐ My brand and logo capture client/customers' interests.
- ☐ I use my logo and/or story on product labels, brochures, cards and media.
- ☐ I am consistently using my brand and logo across all media.
- ☐ I have created an online presence through a website and/or social media to tell my story.
- ☐ I have created #hashtags to expand my social media recognition and reach. Hashtags are used to identify digital content on a specific topic. (See Toolkit 5 for additional social media information.)

What was your inspiration and vision to get you where you are today?

Your story and uniqueness create your brand – your logo is a visual reminder of your brand.

You can design the most beautiful jewelry but if you place them on cards or in boxes without sharing your brand and story you will never capture the creative recognition as the artisan.

You need to be "top of mind."

Tell My Story



CHAFFEE ART CENTER

Arts Center
Multi-Disciplinary



The Chaffee Art Center (the Chaffee), a 501c(3) non-profit community-based organization...

[Read more](#)

Using sources like CreativeGround.org provides an outlet to “Tell Your Story” with other creative brands.

Source: CreativeGround.org

“Keys to a Great Brand Story”

It’s meaningful. If you want to tell a good story, it has to be interesting and relevant to the people you’re trying to reach.

It’s personal. You can tell all sorts of stories. They can be entertaining, educational, or inspirational. But people need to feel personally connected to them.

It’s emotional. A strong brand story is all about stimulating emotion and empathy. It’s not just about what you do but how you affect people.

It’s simple. One of the most common mistakes in brand storytelling is trying to say too much. It’s far better to tell a very simple story and maximize emotional attachment than bombard people with different stories.

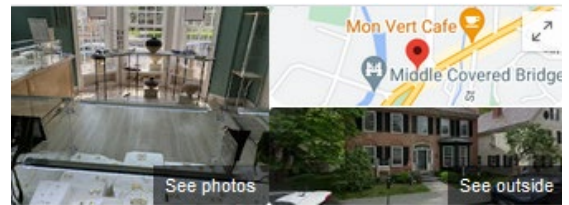
It’s authentic. When you share your brand story, people should know it’s your story. That means being open, honest, and transparent. It means letting your personality shine through.

Source: ColumnFiveMedia.com

Tell My Story

IF YOU DON'T YET HAVE A
COMPANY WEBSITE USE
GOOGLE TO "TELL MY STORY"

Google lets you write a one-two paragraph description about your business or creative entity. This paragraph should tell your story, describe your product and/or services, and share how to find your products and services – whether that is through a website, 3rd party website, select retailers or events.



Deirdre Donnelly ~ jewelry inspired by Irish symbols

[Website](#) [Directions](#) [Save](#)

4.5 ★★★★★ 8 Google reviews

Jewelry designer in Woodstock, Vermont

Reviews ⓘ

[Write a review](#)

[Add a photo](#)



"Great **work**, very nice designs"



"My **experience** with Dierdre has been nothing but on the most professional level."



"Beautiful and unique **pieces**!"



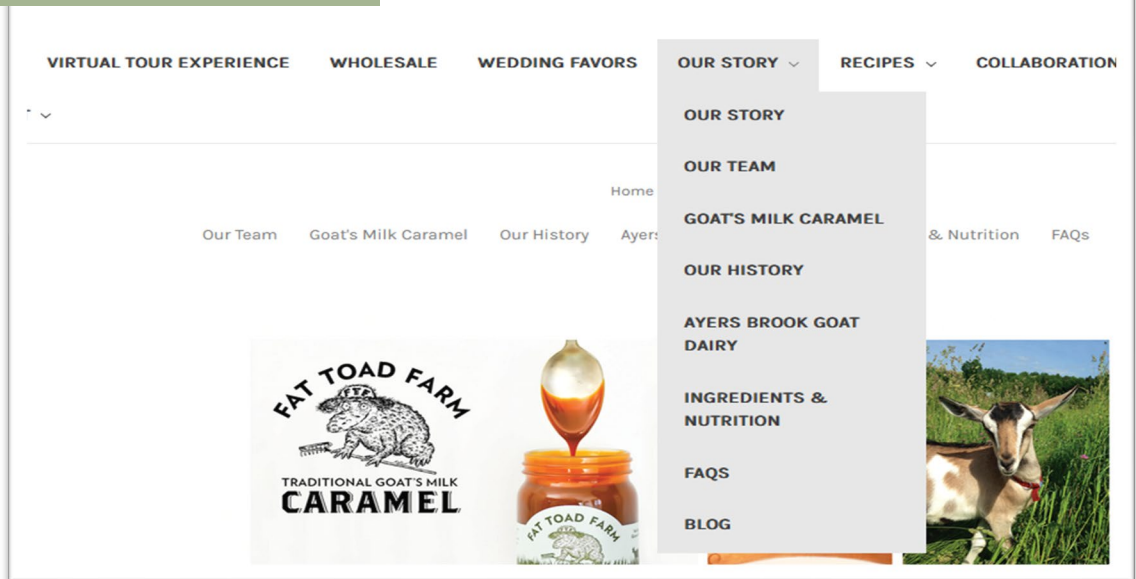
[View all Google reviews](#)

From Deirdre Donnelly ~ jewelry inspired by Iri...

"I am originally from Ireland and my passion is creating handcrafted fine jewelry inspired by ancient Irish symbols carved at prehistoric sites aligned with the sun, moon and stars. All my pieces are lovingly handmade and imbued with meaning to bring you a deep comfort, a healing and to provide a closer connection to the mysticism of the ancient Irish heritage. I have done extensive research on symbolism in Ireland and worldwide and my jewelry has become a source of comfort to many as they can feel the power of the symbols and the energy of these ancient places through my work. Wear my jewelry as visual tools to help you feel powerful and guided on your own spiritual journey."

Best Practices - Fat Toad Farm

Fat Toad Farm in Brookfield, VT tells its story on its website both in words and with a video. Their story can also be found on [YouTube](#), Facebook and Instagram – with consistent use of their logo.



Over the years we've been asked how did Fat Toad Farm come to be! With this in mind, we came together and created a [video](#) that showcases our history, process, partners and team! So, get ready to learn how we make caramel at Fat Toad Farm and meet the goats at Ayers Brook Goat Dairy on the virtual tour experience.

Link to website: <https://www.fattoadfarm.com/>

Virtual Tour: <https://youtu.be/Dt7vFENzi2k>

Best Practices - Fat Toad Farm



Fat Toad Farm

@fattoadfarm ★ 4.7 48 reviews • Locality

Send message

Home About Photos Reviews More ▾

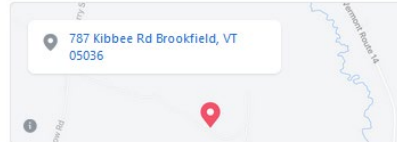
Like

Search

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About

See all



Fat Toad Farm is a small, family-run business located in the hills of Central Vermont specializing in the production of goat's milk caramel. www.fattoadfarm.com

You lucky thing!

You have stumbled upon a rare and delicious treat. Crafted on our homestead in Brookfield, Vermont with fresh, local milk from our neighbors at Vermont Creamery, our award-winning goat's milk caramel sauces, based on the Mexican confection cajeta, are meticulously hand-stirred to velvety perfection. We are a family-run business that has spent the last eight years mastering the art of goat's milk caramel making, focusing on traditional cooking methods and using a small number of simple, all-natural ingredients.

To your discerning taste buds we humbly submit this sweet, creamy, and delightfully complex caramel for your eating pleasure. Enjoy!

Check out our website www.fattoadfarm.com See less



Create post

Photo/video

Check in



Fat Toad Farm

June 24 at 1:00 PM · 🌐

Would you believe us if we told you that goat milk is the MOST powerful ingredient in the world? 🤔 🤔 🤔

#goatmilk #numberone #caramel #goatphotography #goatmilkca #vermontfoodie #dessert #caramelrecipe #caramelsauce #farmlife #familyowned



Fat Toad Farm in Brookfield, VT, in addition to its website (page 7) tells its story on Facebook (above) and Instagram (right).

Resources and Links

FOR THE NON-TECHY

Engage marketing or art students to assist with logo design.

Journalism students to assist with writing “story” or “about us”.

Get the word out about your company and your passion using Earned Media through radio and print interviews, press releases, shared social media content, awards, recognition, and word of mouth.

Design flyers and product cards to include your story.

Utilize VT and local affiliated websites for sharing your creative brand and story.

How to Build Your Brand on a Budget

Vermont Score Article and Guide – July 2019

Developing, building, and promoting your business brand are essential steps in any small business’ success. The good news: Building a strong brand doesn’t have to drain your business bank account. Here are some ways to build your brand on a budget.

<https://vermont.score.org/resource/how-build-your-brand-budget>

Why Small Businesses Need Strong Logos

Entrepreneur – January 2016

Five tips to create a logo that will build a strong foundation for your brand, and ultimately will empower your business to thrive.

<https://www.entrepreneur.com/article/254602>

Creating Your Business Logo

SCORE Article – May 2019

Your logo is one of the most important elements of your business brand, representing your company in visual form. It must be arresting, memorable, relevant, and able to convey your brand at a glance.

<https://www.score.org/resource/creating-your-business-logo>

Marketing Fundamentals: 8 Ways to Reach New Customers, Starting Today

SCORE Article – January 2019

Your passion for your business means you’ve already got the vision you need to market your company. What you might lack is some practical know-how. This ebook breaks down the marketing landscape into eight manageable steps.

<https://www.score.org/resource/marketing-fundamentals-8-ways-reach-new-customers-starting-today>

The 7 Print Elements Every Business Needs to Create a Professional Image

SCORE Article – June 2019

While a business website is essential to success, there are also some important print elements to consider. Printed materials make a professional impression on customers, clients, and partners.

<https://www.score.org/resource/7-print-elements-every-business-needs-create-professional-image>



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Two Rivers-Ottawuechee Regional Commission (TRORC) - TRORC is an association of thirty municipalities in east-central Vermont. TRORC is governed by a Board of Representatives appointed by each of our member towns. Our primary goals are to advocate for the needs of our member towns, and to articulate a vision for building a thriving regional economy while enhancing the region's quality of life. The Commission's staff provides technical services to local, state and federal levels of government and to the Region's non-profits and businesses.

3CVT (Cornerstone Creative Community) - 3CVT is a Zone of the Vermont Creative Network, if you're located within the 3CVT Zone and consider yourself to be part of the Creative Sector, you're a member of 3CVT! The Zone is led by the 3CVT Steering Committee of working volunteers convened by Two Rivers-Ottawuechee Regional Commission, the Green Mountain Economic Development Corporation, and the Vermont Council on the Arts. The goal of this committee is to broaden and build the future partnerships that will be needed within the creative economy at all levels.

Mount Ascutney Regional Commission (MARC) is a compact of ten municipalities in southeastern Vermont, founded in the late 1960s to advocate for the needs of member towns and seek collaborative strategies to address local, regional, and state opportunities and concerns. One of its primary purposes is to provide technical services to town officials and to act as a resource for local governments.

Vermont Arts Council (VAC) - Since 1965, the Vermont Arts Council has been the state's primary provider of funding, advocacy, and information for the arts in Vermont. It is the only designated state arts agency in the U.S. that is also an independent nonprofit organization. The Council is committed to building a Vermont where art, culture, and creativity are at the heart of our communities.

Vermont Creative Network (VCN) - The Vermont Creative Network was established by the Vermont Legislature in May 2016 as an initiative of the Vermont Arts Council. The Network is a broad collective of organizations, businesses, and individuals working to advance Vermont's creative sector. Vermont's creative sector generates 9.3% of all employment, higher than the average across the U.S., and includes artists and architects, bakers and brewers, curators and crafters, dancers and designers—any enterprise, organization, and individuals whose products and services are rooted in artistic and creative content.

Economic Development Administration (EDA) - The U.S. Economic Development Administration's investment policy is designed to establish a foundation for sustainable job growth and the building of durable regional economies throughout the United States. This foundation builds upon two key economic drivers - innovation and regional collaboration. EDA encourages its partners around the country to develop initiatives that advance new ideas and creative approaches to address rapidly evolving economic conditions.