

w e l c o m e t o

THE BRANDING IRON

build your brand.
build you.



106 2nd Street E, Whitefish, MT 59937 NMLS#209137



BRANDING vs MARKETING

- Perception
- Your Voice
- The Pull
- A Lifetime
- Promotion
- Your Megaphone
- The Push
- A Moment

"Your brand is the single most important investment you can make in your business"

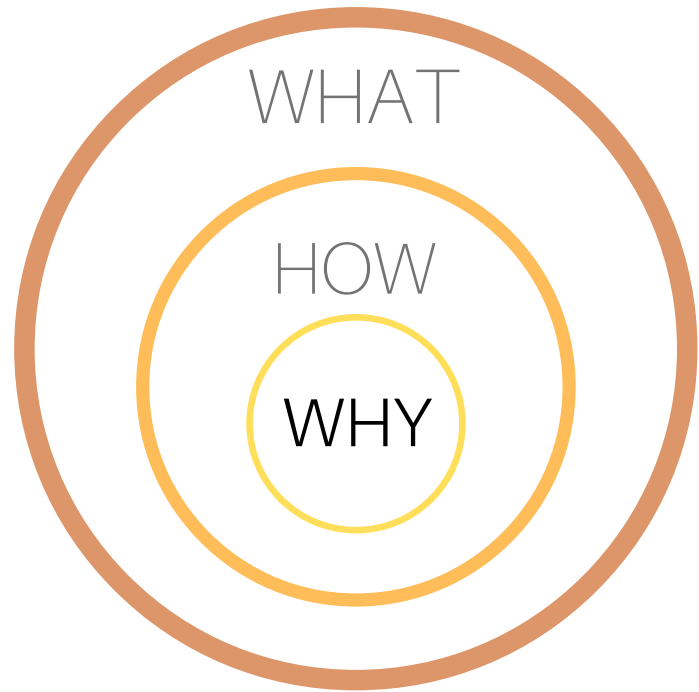
STEVE FORBES

THE GOLDEN CIRCLE

➤ Your What:

➤ Your How:

➤ Your Why:



SCAN for Simon Sinek's TedTalk on the Golden Circle

BRANDS & THEIR WHY'S

Coca-Cola: Spreading & sharing happiness

Subaru: Love - it's what makes a Subaru a Subaru

Apple: Think Different

purpose, loyalty
motivation
connection

Let's Get Local:

What small business has done a good job branding locally? How so?

AUTHENTICITY

Your Niche - who's your audience?

Everyone = no one

89% of
customers stay loyal
to brands that share
their values.

Your Values:

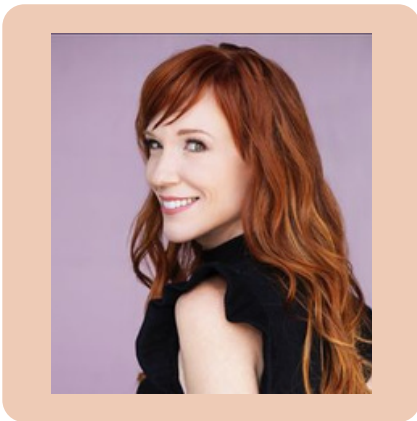
SPEAKER PANEL



Don Bennett

Founder/President of Freedom Bank

Don founded Freedom Bank in 2005 and has grown his business from the ground up to over \$100 million in assets. Located in Columbia Falls, Freedom Bank prides itself on personalized relationships with the community.



Kelli Trontel

Content creator & social media manager

Kelli is a seasoned entrepreneur, photographer, writer, and worship leader. Her brand is focused on creating meaningful content, storytelling, and sharing true sense of authenticity.



Matt Arnold-Ladensack

Co-Founder/CEO of Clydesdale Outpost

Matt recently planted his roots in the Valley, opening a luxury boutique ranch with cabins & award-winning Clydesdale horses in Whitefish: the Clydesdale Outpost.

Featuring Anoush Keuylian, Maria Phelps, & David Boye

THANK YOU!