
The Top Ways to 'Make Your Mark' Every Day

Your Voice-mail or Answering Machine Message (Cell phone – message and ringer)

How many voice-mails do you get each day? Your outgoing greeting is an opportunity for you to express your brand. It says a lot about you. Last week, I was speaking with a professional trainer and self proclaimed 'fitness freak' and she told me that her voice-mail greeting includes a different health tip every day. This reinforces her message of commitment to health and fitness. She told me that she often receives calls where the person on the other end of the phone says 'Oh...I was hoping to get your voice-mail.'

Your E-mail Template

You probably send hundreds of e-mails a month. Each one is an opportunity for you to communicate your brand. The way your mail template is designed along with the information you include at the bottom of your mails - your signature and contact information - says a lot about you. Jeff, a marketing manager whose brand is all about fun, adds a dose of humor to his contact information. He includes a randomly generated joke and links to his favorite humorous web sites.

Your Written Correspondence

Your stationery system and business cards are great opportunities to express who you are. Ensure that you choose materials and formats that are expressing your brand attributes.

Your Office/Desk

What does your work environment say about you? Do you have a messy desk, art work on the walls of your office, etc. What does your office say about you? What makes it speak in your unique voice? Have you moved to a completely paperless office, or are you surrounded with manila folders and sheets of paper? Does your workspace communicate your interests, passions, talents, values, and strengths? Whatever your answers, be aware that your workspace reveals a lot about you.

Your Clothes/Personal Trademarks

What you wear can help you make your mark. Make sure your wardrobe both reflects your brand and is appropriate for your target audience. You may even want to develop a trademark if it feels right for you. A client of mine who consults with design departments at ad agencies is an expert in color. People hire her because of her keen eye for choosing and combining colors. Her daily attire always combines complementary colors. If she has on a blue suit, she will wear an orange scarf or if she is wearing a red dress, she will wear a green belt. For most of us, this complementary combination goes unnoticed; but members of her target audience always receive the message.

Logo/Graphic Elements, Fonts, Colors

Think of all the simple things like the logos or fonts you use, the colors you choose for your electronic correspondence as ways to make your mark. Don't choose rare fonts or colors for the sake of being different, choose them based on how strongly they will reflect your brand – your unique promise of value. Create your own identity standards and use them consistently. Your logo, fonts you use, standard color palettes used consistently communicate your brand. Do you have a standard font that you use?

Your Thank You cards

The way you express thanks says a lot about your brand. Do you send e-cards, written thank you notes or call people to thank them? Brian, a communications executive sends thank you cards to members of his team every time they have achieved a goal. He hand types them to express the importance he places on the written word. By doing so, he makes an indelible mark on the recipients.

Your Brief Case/Notebook, etc.

What do you carry to client meetings? Do you use a laptop or paper notebook? Do you have a leather-bound diary or a palm pilot? What type of pen do you carry? Although these are small items, they say a lot about you and give you an opportunity to make your mark.