

# THE ONE-PAGE PRODUCT PICKER



How do you want your clients to **feel** when they see your brand?

**My Strategic Swag Formula:**

Clarity → Strategy → Discover → Deliver → Profit

**What kind of product makes sense for your business?**

Break through the digital noise and stand out in your market.

**The Secret Do's & Don't's**

The easiest way to select the right product for your brand.



**GRAB YOUR GUIDE**

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# The Secret Formula to choosing the right product:



## Inside, you'll discover:

A quick, no-fluff guide to help you figure out what to send, why it matters, and how to create kickass branded merch your clients actually want.

## What's Inside:

What to do before you slap your logo on anything:  
How to set the right tone.

## The Strategic Swag Formula:

Feeling + Function + Fit = The Right Product

Top 10 Things to Nail Before You Create Strategic Swag  
How to create connection from the get-go.



# What do you want your clients to feel when they see your brand?

Circle one  
(or add your own):

Seen

Supported

Inspired

Valued

Surprised

Curious

Like you “get” them

## Why it matters:

Because ***that feeling*** is what makes them remember you—and what turns your product from a giveaway into a connection.



# **Your Strategic Swag Formula:** **Feeling + Function + Fit = The Right Product**

Ask yourself:

**Feeling:** What emotion do I want to evoke?

**Function:** Will they actually use this and will it help them?

**Fit:** Does it align with what I do and how I help?

If it doesn't check all 3 boxes... it's not Strategic Swag.

## **1. You don't just teach. You shift perspective.**

- The product should feel like discovery.
- It should function as a tool that helps clients reframe the way they see their problem.
- It needs to fit into the moment right before transformation happens—when they're ready to think differently... with you as their guide.

## **2. You help clients make decisions with confidence.**

- The product should feel like clarity.
- It should function as a cue to simplify, prioritize, or take action.
- It fits into that gray area where overthinking used to live—and replaces it with direction.

## **3. You're not just building a brand, you're building a legacy.**

- The product should feel lasting and intentional.
- It should function as a keepsake or daily ritual, not just another "thing."
- It fits in places where permanence matters—desks, bags, habits—not junk drawers or landfill.



# 10 Things to Nail Before You Create Strategic Swag That Connects

## 1. Know What You Want Your Clients to *Feel*.

*If your merch doesn't spark emotion, it won't spark connection or action.*

## 2. Define Your Brand Voice + Personality

*Bold? Quirky? Luxury? Make sure your merch sounds like you – without saying a word.*

## 3. Choose Products That Make Sense for Your Audience

*A journal might work for a coach. A tech kit might fit a startup. Pick what they actually want to use.*

## 4. Avoid One-Size-Fits-No-One Items

*Just because everyone gives out mugs doesn't mean you should. Unless it's your kind of mug.*

## 5. Think Beyond the Logo

*Use taglines, great design, mantras – something that makes people say: 'This is SO them.'*

## 6. Be Consistent With Your Brand Colors + Fonts

*Yes, even on a tote bag. On everything. Consistency builds recognition. You KNOW that Starbucks logo... amiright?*

## 7. Prioritize Quality Over Quantity

*One kickass product vs 100 throwaways. Always.*

## 8. Make It Useful or Delightful – Ideally Both

*It should solve a problem, start a convo, or at least spark a smile.*

## 9. Package Like You Mean It

*First impressions matter. Your delivery should feel intentional – not like it was tossed in a box as an afterthought. Think about the recipients unboxing moment.*

## 10. Ask: Would You Keep This?

*If you wouldn't use it, they won't either. Period.*





# Branded Merch Rules

## (The Ones No One Tells You)

### ✗ Don't:

- Choose what you like—choose what speaks to them.
- Send swag that's meaningless... they'll toss it.
- Copy what everyone else is doing (especially your competition). You do you.
- Don't rely on Print-on-Demand. There are 1000's of other (and better) choices.

### ✓ Do:

- Make it feel personal, even if it's sent to hundreds.
- Use your product to start a conversation.
- Think of swag as your silent salesperson—it should say something when you're not in the room.



## About **Barbara Hobart**

For over 3 decades, I've helped small businesses, global brands, content creators, professionals, and startups create kickass branded merch and custom products to help elevate their brand awareness, gain new clients, and generate revenue.



If you want to make a lasting impression, connect with your clients and potential clients in a uniquely personal way, and stand out from your competition, you're in the right place. It's time to make your brand POP. Whatever you need for your next event or meeting, a thank you gift to wow your customers, or if you want to build your retail brand – let's work together to put your brand in the hands of your clients.

## Need some help making a final decision?

Let's figure it out together.

Book your Strategic Swag Session and I'll help you create a branded product that connects and converts.

👉 [Click here](#) to book your session

I work with creatives with big ideas that don't know where to start and industry veterans looking for a brand refresh.

If you prefer to talk with me before booking your session, [click here](#) to get in touch. I'm happy to chat.

