



## Brand as Legacy:

### *Your Brand Is What You Leave Behind*

In every milestone, every gesture, and every act of service, we shape the legacy others remember. A brand isn't just a logo or a name, it's the echo of our values, the clarity of our vision, and the warmth of our impact. As we step into a new year may our brand reflect faith, excellence, and intentionality in all we do.

Branding with Integrity. Who You Are Is How You Grow.

Who I am is how I grow? What sort of philosophy is that? How I am is how I am, right? Yes and no. If you don't want to change, to be better than you are, then, yes, I would say that is a valid statement. However, if you desire to become a bit better each day that you live, then, no, there needs to be a mindset shift.

Think about brands that you like. Consider brands that don't appeal to you. Why? What makes one brand stand out in a positive, "I want to buy, be associated with, this brand, while another brand is persona non grata in your mind?

Can you put your finger on the difference? Sometimes it's just a feeling. Maybe you or someone you know had a bad experience. This works either way. Assess how you're thinking when you encounter or engage with the product, service, or person. KNOW why you feel the way you feel. This will help you have a better understanding of, and grasp of, what is going on in this particular area.

When you are developing your Brand, think about how You feel about it, how you think Others feel about it, and do a fact-find with those you interact with and find out their thoughts.

Results?

**Some key points:**

- How do you dress from day to day?
- What type of vocabulary do you use?
- What facial expressions are common to you?
- Are your customers 'one-timers', or do you see them periodically?
- Do you have a physical location?
  - ⇒ What is its appearance?
- Do you have vehicles?
  - ⇒ How are they kept?
- Do your employees have uniforms?
  - ⇒ Are they clean and freshly pressed daily?

These are just a few of the Key Points we address in our Workshops. So far, how are you and your company stacking up? My job isn't to shame business owners. My intent is to help them present a good image that will assure a continuing income in their marketplace.

**How you dress.**

This has been an area of study for decades. You must dress appropriately for the type of work which you are doing. No matter how dirty, difficult, or involved the work may be, your way to start the



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day is to be clean, presentable, and a good representation of the type of work you will perform and the result for the customer.

## Is this really important?

Absolutely! YOU and every employee ARE The Brand! Every piece of equipment, every communication, emails especially, are completely a representation of you and your Brand!

**Branding** can (and I say will) make your company a success or a flop. People don't just notice you while at work, they see you in the community. They DO watch how you interact in public places outside of work-related activities.

"I don't like people scrutinizing me or what I do!" I understand. Perhaps being a business owner is not for you.



## 26 January Speak to Serve: Building Trust Through Outreach



### Take Charge

Take a close look and evaluate your Brand.

### Take Note

Are you happy and proud of what you represent?

### Evaluate

What can you do to fine tune your image?

### Seek

Make impactful changes to your message and design.

## Something to think about ...

"To establish a brand, you must explore the path of those whom you are trying to reach. Research and attempt to understand their perspective before you settle on Your Brand or begin any type of advertising or promotion."

Dr. Joseph W. Boothe

Doctoral degree requirements completed (DBA)

Administrative issuance pending.

## Wise Words

**Matthew 5:16 (VOICE)** *"You are like that illuminating light. Let your light shine everywhere you go, that you may illumine creation, so men and women everywhere may see your good actions, may see creation at its fullest, may see your devotion to Me, and may turn and praise your Father in heaven because of it."*

This verse beautifully captures the message: our actions, values, and the way we present ourselves become our legacy and brand. By living with integrity and intentionality, we leave behind a positive impact that inspires others and honors a higher purpose



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