



# Joan Morgenstern

## BRAND OVERVIEW

WRITTEN BY COPYSMITH CREATIVE AUGUST \_\_, 2023

# What is a brand, anyway?

**A Brand is** the perception of a business, product or service by those who experience it—including customers, investors, employees, the media, etc.

**Branding is** the process of shaping the perception and can include logo, tagline, messaging, product(s), pricing, and marketing communications. Ultimately, the brand is the consistent and recognizable feeling that all of these things evoke.

**Successful brands** connect with their customers on both rational and emotional levels to create Brand Loyalty.



Coke isn't simply a soda to quench thirst, it's a beloved brand that stands for bringing family and friends together, sharing good times, and bringing happiness.



The Martha Stewart brand mission is to inspire people of all ages to make their homes as well as their lives more beautiful, more functional, and more meaningful.



McDonald's brand strives to be every customer's favorite place and way to eat and drink. It aspires to make delicious feel-good moments easy for everyone.



Oprah's personal brand is rooted in her purpose: to inspire, educate, and empower people (especially women) to live their best lives. Hers is a personal brand grounded in authenticity.

# Why do you need a brand overview?

Good question.

You've been at this for many years, and have an established name in the field of parent coaching. You've written many well-received picture books and created highly-popular family events. But all in all, you've been required to share the spotlight (and sometimes you're completely in the background) with others who often take credit for your hard work and expertise.

It's time to step up and become the center of your potential customers' focus. To that end, you must first develop a clear brand identity and a finely-tuned message that ensure your audience "gets" who you are and what you stand for. All other external communications will build off this important brand foundation.

This requires a good road map; one that will help you arrive at the perfect positioning and the right messaging. The Brand Overview is that roadmap.

It identifies:

- Your brand's key strengths
- What meaningfully differentiates your brand from the competition
- What will create the strongest emotional connection to your brand

Ultimately, your Brand Overview answers the central questions: **Who is Joan Morgenstern? What does she stand for? And what does she promise me?**

# What you believe

One of my greatest passions is helping parents gain footing and build confidence as they nurture and guide their children.

I believe it's important for each parent to develop their own set of tools for child-rearing. It's OK to borrow what works from their own childhood experience, but it's also healthy to identify and/or design new tools that work for their own situations and lifestyle.

There is no such thing as a one-size-fits all approach. My coaching and my books — especially when it comes to major challenges like toileting — speak to this philosophy.

No parent should ever be made to feel like a failure at child-rearing. Parenting is hard work, and for most, the only training came from how they were raised themselves. Some of the lessons were valuable. Some were not. For that reason, I believe it's courageous and admirable to reach out to experts for help sorting through what works best for them as parents.

That said, it's essential that the expert regards you as a partner in the process, and that help is offered with compassion and the understanding that every parent and every child are unique.

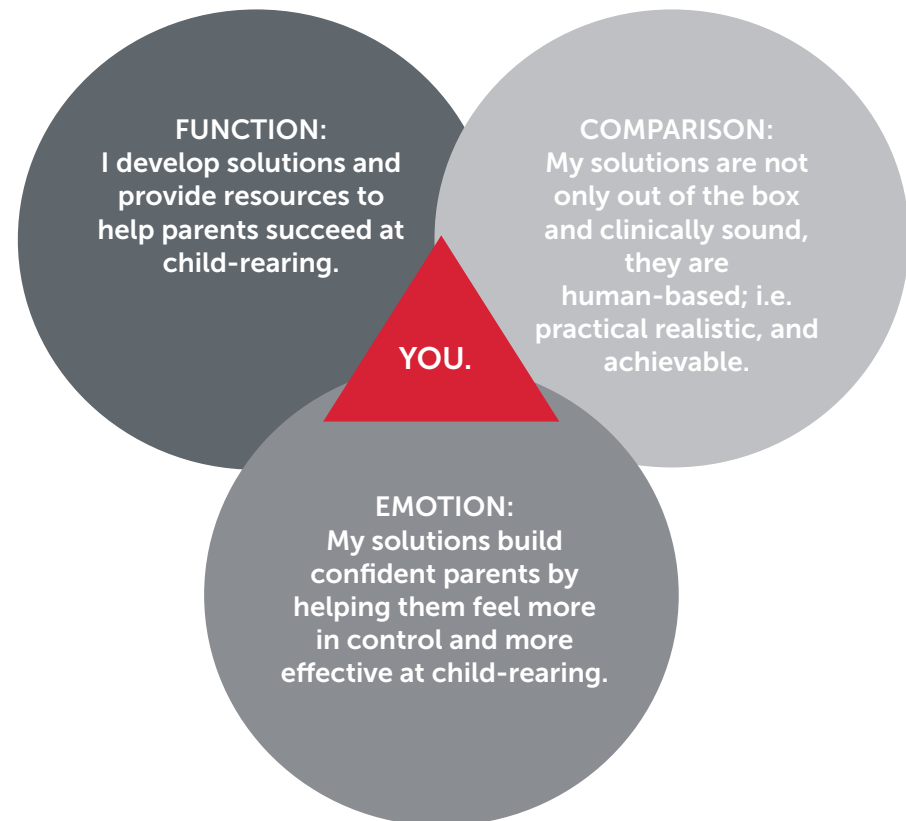
**It's not just about offering tools and resources, it's ensuring that my solutions are practical, sustainable, and achievable by all types of parents and in a variety of life situations.**

# What is your brand's core purpose?

A powerful core purpose defines why you exist. Stated well, it unites customers and your team alike in the pursuit of that purpose. It's your statement of belief.

## Three elements work together form a core purpose:

- Function (what do you do for people?)
- Comparison (how do you do it differently or better?)
- Emotion (how do you make people feel?)



# Who are you?

You are a counselor. An innovator. A leader in your field. A creative, intuitive thinker. And a problem solver. You provide parents with practical resources and achievable strategies to help them overcome child-rearing challenges, gain confidence, and strengthen the relationship with their child. The result? Their kids learn to be empowered, self-reliant, body bosses — confidently in control of their own emotions and their own bodies rather than needing both to be controlled by a parent.

**You are a compassionate, innovative, practical problem-solver for today's young parents.**



# What do you do?

When parents feel “lost” or are struggling to make sense of their child’s behavior, you reroute them.

You are a personal GPS – a Global Parenting Strategist. Through your practical, proven guidebooks and compassionate, and intuitive coaching, you help parents gain perspective and confidence, while they acquire new skills.

The result is that parents successfully raise an empowered, self-reliant child – and build a healthier relationship with their child.



**What strengths do you have that  
will drive loyalty to your brand?**

**INNOVATOR  
PRACTICAL & REALISTIC  
COMPASSIONATE  
INTUITIVE  
VISIONARY  
COLLABORATIVE  
TRUSTED**



## Your core values:

- Respecting both shared and individual human experiences
- Working in partnership with parents, not above them
- Creating a safe space for learning and being vulnerable
- Placing kindness and respect above all else
- Guiding with compassion and without judgment
- Creating revolutionary solutions grounded in practicality
- Making child-rearing rewarding and achievable



## Your brand personality traits

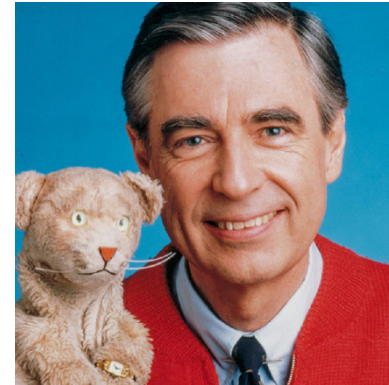
### YOU ARE:

Innovative  
Intuitive  
Excellent listener  
Compassionate  
Trustworthy  
Sensitive  
Partner in the journey  
Approachable  
Non-judgmental  
Practical/realistic  
A safe space

### YOU ARE NOT:

Quick fixer  
One size fits all solver  
Unapproachable god  
Showboat  
In it for the money  
Hypercritical  
My way or the highway  
Cookie-cutter advisor  
Overly clinical  
Closed-minded  
Judgmental

THINK MR. ROGERS and  
BRENE BROWN



# Who do you do it for?

**“It Was Good Enough For Me...” parents...** Children don’t come with a user manual, which is why many parents turn to their own upbringing for guidance. The logic being that one’s parents knew best, so I’ll apply that same parenting style to my children. Sometimes that’s not always the healthiest approach. It’s not only limiting, it assumes a child is a child is a child – and that thinking couldn’t be farther from the truth.

**“Please Fix My Child” parents...** If only there was a wizard who could wave a magic wand and “fix” what’s broken in a child’s behavior. Unfortunately, life and child-rearing don’t work that way. Good parenting isn’t about repairing a child, it’s about learning how to guide and empower a child to take charge of themselves and their behaviors.

**“Open-Minded (and Possibly Overwhelmed)” parents...** There’s no shortage of information available to parents about child-rearing and especially about transitioning a child from diapers to the toilet. Reading and trying everything can be confusing to both parent and child – and usually results in more stress than success.

**“Disconnected From Child’s Feelings” parents...** Contrary to the belief of many parents, children are not mini adults. Kids view their world very differently. They feel differently. A parent’s words and actions are taken at face value with little nuance. This can present problems when parents try to set certain boundaries, make threats, and use adult-level reasoning to direct behaviors.



**You understand the parent journey. You've been there. You also understand that every parent has different pain points. Your guidance is designed to be tailored to each child and each situation.**



# How are you different?



**You are an equal partner in the journey.** You create a safe space in through your books, products, and in your coaching that is grounded in mutual respect, compassion, and trust.

**Your solutions are innovative, yet practical and achievable.** Life is messy and full of stops, snags, and missteps. Your philosophy is to gently guide parents through child-rearing challenges by equipping them with solutions that acknowledge and work within both the parent's and child's unique makeup.

## Your Manifesto: Why what you do matters



You believe...in identifying solutions that combine your clinical expertise with the wisdom of your human experience.

You believe...compassion must be at the heart of your words and actions.

You believe...in solving outside the box.

You believe...kindness and patience should be every young parent's watchwords.

You believe...in creating a safe space for your clients whether inside your office or inside your books.

You believe...that every parent & child relationship is unique and must be treated as such.

You believe...it is never a sign of weakness or failure to ask for child-rearing help.

# Your Tone of Voice

We typically think of a “tone of voice” as the words used to describe a person, product or service in copywriting. However, tone of voice *must also* be reflected in the visuals, color palette, font, logo, music, layout, and more. It’s vitally important to ensure that every element of your marketing paints a clear portrait of who you are.

Your tone of voice can be summed up nicely in these terms:



approachable  
compassionate  
skilled  
visionary  
practical  
intuitive

At conventions and cocktail parties, and even in elevators, you meet people who ask, “what kind of work do you do?” Any one of these individuals could open the door to your next big opportunity – or simply be a new walking billboard who can spread the word about you. For those reasons, it’s important to have a solid set of talking points filed away in your brain that can be tailored in just the right way to anyone who asks:

## Your Elevator Pitch Points

- In simplest terms, I’m problem-solver for parents. I describe myself as a personal GPS – a Global Parenting Strategist. When parents feel “lost” or are struggling to make sense of their child’s behavior, I help reroute them.
- There are many professionals out there that do what I do. But too often, their answers involve one boilerplate “recipe” to solve the problem.
- My experience has clearly shown me that solving child behavior issues can’t be a one-size-fits-all approach. *Every* child is his or her own being, each with unique motivations, fears, and level of understanding.
- My guidebooks for parents, children’s storybooks, toys and tools, parent coaching, and presentations always strive to honor these differences.
- Just as important, the solutions are practical and achievable. I want parents to truly succeed at parenting...not exert authoritarian power over their child to get them to behave, but rather *empower* their child to be self-reliant with a strong desire to be...what I call...their own body boss.



# New Tagline Recommendations

A good business tagline conveys as many of these things as possible:

- Convey the key emotional benefit your company provides
- Verbalize your brand differentiation to separate you from the competition
- Create brand recognition in a few well-chosen words
- Give formal ownership to your unique selling proposition
- Most important of all - It represents your vision and mission in front of your customers

Right now, that's important element is missing in action for you.

A tagline transfers tremendous strength to your name. In just a few words, it immediately conveys the "what and why" of your place in the industry space

**The job of a great tagline is to convey and own your unique point of difference as an educator and counselor to parents. We believe this is your point of difference:**

**Your style of educating is to teach a parent how to nurture empowerment *within* their child, rather than assume power *over* their child.**

**With that idea in  
mind, consider  
these brand identity  
options that speak  
to your point  
of difference...**

## **Family Strong by Joan Morgenstern**

*How enlightened parents raise empowered kids.*

*FamilyStrong.com*

## **Joan Morgenstern's Family Toolbox**

*Enlightened resources for raising empowered kids.*

*MyFamilyToolbox.com*

## **Boom Parenting with Joan Morgenstern**

*The art of empowering a self-reliant child.*

*BoomParenting.com*

(“Amazing” is the most common definition for BOOM on Snapchat, WhatsApp, Facebook, Twitter, Instagram, and TikTok.)

## **Rerouting Your Child with Joan Morgenstern**

*Enlightened resources for raising self-reliant kids.*

*ReroutingYourChild.com*

## **The Joan Morgenstern Method**

*Guiding parents to raise self-reliant kids.*

*MorgensternMethod.com*

## **Children Can Fly with Joan Morgenstern**

*Enlightened resources for raising self-reliant kids.*

*ChildrenCanFly.com*



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