

# FOUNDER BRAND

**Turn Your Story Into Your Competitive Advantage**

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ISBN 978-1-77687-071-4

**MAIN IDEA**

The goal of marketing is to make sales easier. Good marketing always builds awareness, trust, and credibility. One of the best and most effective strategies for achieving those aims is to build an engaging brand for your company's founder – a memorable "Founder Brand".



Growing a Founder Brand puts a face to your business, which is helpful because people want to buy from people they relate to and like, not from faceless corporations. There are three levels to growing a successful Founder Brand:

- Level 1** Master the art of storytelling
- Level 2** Become a publisher
- Level 3** Master the feedback loop

*"If you have a founder who is willing to become the face of the brand, ready to be active on social media, and passionate about telling the company's story, building a "founder brand" can be an incredible way to build a business, especially if you're entering a crowded, competitive, or even brand-new market. Today, people want to buy from people. We want to work with people who we know, like, and trust. And this is why I believe that the clearest path to success in marketing (if your goal is to build awareness for your brand) is to start with the founder. A founder with a brand gives your marketing efforts superpowers. A founder brand builds trust, creates lasting relationships, and conveys expertise, leadership, content, and personality."*

– Dave Gerhardt



**Founder Brand**

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**Why you need a Founder Brand.** . . . . . Page 2

Product features are great, but telling the founder's story is an indispensable way to cut through the noise, and build trust and credibility with potential customers. Never forget that ultimately, people like to buy from people. A Founder Brand puts a face to your business.

**Building a Founder Brand – Level 1 – Master the art of storytelling** . . . . . Pages 3 - 4

To start building a memorable and engaging Founder Brand, commit to becoming a master storyteller. There's an art to this. Learn how to develop and then refine the way you tell your story so it draws people in.

**Building a Founder Brand – Level 2 – Become a publisher** . . . . . Pages 5 - 7

Once you become a storyteller, you next become a social media publisher. You find interesting things to say, and create opportunities to go out and tell your story.

**Building a Founder Brand – Level 3 – Master the feedback loop** . . . . . Pages 7 - 8

Once you are established as a publisher, you then focus on your metrics, and mastering the feedback loop. If you can do this well, your customers will tell you how to grow. Figure out which metrics matter for you.

