

Angela Kelly Smith

How to Find Your Brand Personality with Kelly Wittman
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Podcast Transcript

Kelly Smith: When you think about branding, what's the first thing that comes to mind. It's probably a logo isn't it? Well, the logo is essentially meaningless. If it doesn't have your unique brand personality in it. Think about the Nike swoosh. What personality traits come through there? Boldness, inspiration, taking action.

And Nike's tagline: "Just do it." Their brand personality comes through that. Same thing. Taking action. Boldness. And some coachiness.

What if Nike were a meditation company? Would their swoosh make sense? And would "just do it" make sense? Not really because meditation is about stillness and calmness, and their swoosh is all about action, just like their personality.

When I started a life coaching business in 2010, I temporarily ignored all my marketing training. I picked a logo that was solely based on what I was doing and not on who I was. So, I picked a line drawing of a Lotus flower for my logo. I was going for a feeling of calmness and internal transformation.

But that's not me. It's not my personality. My personality is sophisticated, brave, and bold—also compassionate. Other than compassion, a Lotus flower does not represent those traits at all.

Over the next eight years of being a coach, I played with a couple of other pictorial logos, but they never stuck. I really prefer typographic logos for myself because of their simplicity and sophistication—and because I'd rather let my words and my voice do the literal talking than my logo.

So, in this interview today, I'm chatting with Kelly Wittman about finding your brand personality. A couple of the tools that she uses are brand archetypes and seasonal colors.

I love this so much. My primary archetype is the Explorer. It's kind of funny because if you look at the examples of companies that are the Explorer, you'll find the North Face and REI, and you would just never associate me with REI or the North Face. I have never been camping. I don't care about going camping.

I am not an outdoorsy type. I mean, there are some things I do. I love kayaking. I love the beach. But I'm not outdoorsy.

But I am definitely the Explorer archetype because of how much I talk about blazing your own trail and choosing your own adventure. That is even the number one thing that I have done in raising my kids. It's the one thing I've wanted for them is for them to blaze their own trails.

And guess what? My younger daughter, 26 now, she became a wilderness guide for her main job. So, talk about blazing your own trail! The Explorer archetype values freedom and independence. So, yes, that's what I've always wanted for myself. And, honestly, everyone in whatever form that takes.

As Kelly Wittman discusses in this interview, when you know your archetype, you can use that information to help you with your brand message—that is, in the language that you use to talk about your brand and to talk about anything having to do with your brand and your business.

When you know your seasonal colors, that dictates and at least informs your brand colors. Your archetypes and your season go hand in hand. It's such a beautiful system. I'm a winter by the way. And that blue that's on my website ties in perfectly.

If you wanna figure out your brand archetype, there are online quizzes that can help you. You can also just Google brand archetypes and read through them. And when you hit on yours, it just resonates. Honestly, you just know it when you come across it.

And don't be thrown by the example companies that they give you. Because again, when I read REI and the North Face were examples of the Explorer and I'm the Explorer, then I might have said, "Well, then no, I can't be the Explorer because I'm nothing like REI North Face." But I am like them. They are like me. We have so much in common even though, on the surface, we don't look it. So, don't be thrown again by the example companies.

So, part of me today feels really silly for that original Lotus flowered logo. But Kelly Wittman talks about how your brand is an evolving entity and it's never, ever set in

stone. We also chat about how, as a solo entrepreneur or small business, you are really nimble. And that gives you an advantage over larger corporations.

And she also answers questions about whether you should develop your brand first or go ahead and start marketing yourself first. Bottom line: I don't feel so silly anymore. So, I hope you enjoy this episode. It's really great. And it was so much fun to do.

Kelly Smith: I know you've heard it before, especially from me. When you design your website, write your blog posts, record your podcast, or create social media posts, you've got to let your unique brand personality come through. But you may be wondering what brand personality really means and how you find yours. Well, my guest today, Kelly Wittman, is going to answer all your questions about brand personality and give you tips on how to find yours.

Kelly Whitman is a brand strategist and designer who owns Witt and Company, a brand strategy and design studio based just north of Minneapolis, Minnesota. Kelly and her team have helped more than 100 purpose-driven businesses craft consistent and cohesive brands using a strategy-first approach and the principles of seasonal brand theory and color psychology.

Prior to the unplanned start of her business in 2017, she spent six years in marketing event management and fundraising, specifically in the non-profit and startup space. Now she happily wears the title of unemployable, is proud to have a business that supports her and her family, and is on a mission to help people-first businesses create strategic and intentional brands that support them in doing more good work. Welcome, Kelly. I'm so happy to have you here today.

Kelly Wittman: Thank you. I'm very much looking forward to this conversation.

Kelly Smith: I love that you call yourself unemployable. Yes. Let's wear that moniker with pride.

Kelly Wittman: Yes. I can't take credit for it. I first heard it from Brian Clark on his Unemployable Podcast. And it was just something as an identity that really resonated with me. And it's just stuck.

Kelly Smith: Yes. And the longer we work for ourselves, the more unemployable we become.

Kelly Wittman: Absolutely.

Kelly Smith: So, I wanna hear about this unplanned start to your business. Can you tell us about that?

Kelly Wittman: Yes, of course. So I, prior to 2017, I wasn't really sure of what entrepreneurship was. I didn't grow up with it. My idea of being an entrepreneur and starting a business was more so in the traditional sense of, you know, starting a brick and mortar and hanging up a sign and being tied to a storefront. And that was what it meant to start a business.

And then in 2016, my husband and I started a home renovation blog, and I really discovered this world of digital entrepreneurship and owning a business that can be more nomadic and nimble. And through connections with bloggers, I started offering digital marketing services because that, as you had mentioned, that's my background and I absolutely love it.

So, Witt and Company originally started as a digital marketing studio. It was just me. And then about six months in I had a friend reach out. Her husband wanted to start this salsa company and asked if we would, support with the branding and marketing of this new business.

And they were officially my first branding client. I absolutely fell in love with the process. And I'm so thankful that they took a chance on me, and I immediately pivoted Witt and Company into a branding studio. And we've been doing that and supporting businesses with their brands ever since.

Kelly Smith: Would you briefly discuss the differences between branding and marketing, because I think a lot of people don't know what the difference is between the two.

Kelly Wittman: Yes. Yeah. I would love to, and I can just share how I, it, it makes sense in my brain.

I think if you ask, you know, five different people, you probably will get five different answers. But I think of brand as how people think, feel, and act in relation to your business and then marketing is communicating those thoughts, those feelings, those actions, to really bring people into your sphere of influence.

So, I like to think of the brand as that foundation and then the marketing as what you get people to come in and understand and engage with your business.

So, it can be this idea of catch-22, should you market first before you have your brand, or should you have your brand first before you market?

And it really, I think, depends on what business you're in and what stage of business you're in. And there's no reason why you can't do both kind of at the same time, especially I think when you're just getting started. I love, and I like to think about your brand as this evolving entity, just like a human being and just like your business.

We can't expect our brand to be stagnant. And the more you get out there and show up and market your business, the more you then understand who you want your brand to be. What do you wanna stand for? Who do you wanna work with? Why are you doing this in the first place? And getting clear on those elements that really make up your.

Kelly Smith: Very true. Yeah, you are so right about the more you market your brand, the more you'll understand your brand. And then can evolve it and tweak it. And all of that. I did a podcast ages ago on creating a brand identity and, you know, steps you can go through to do that. And I didn't tell people stop marketing until you've done this.

I just talked about how it's really a foundational piece of your marketing. But I, I love what you just said about, you can do both at the same time. Don't halt your marketing. Let it inform your branding. I love that. That's a really cool way of looking at it.

Kelly Wittman: Yeah. And I think to your, you know, to build off of what you're saying, oftentimes and myself included, we can feel so paralyzed when our logo isn't perfect, especially the external brand elements like that brand identity. When the logo doesn't, you know, we need to tweak it a little bit more or that color palette just isn't resonating, or we see a new trend that we want to try out and then, you know, five hours go by and we've been in Canva for that amount of time.

We can think that it has to look perfect in order for that right person to start engaging with us and to purchase from us. We can easily get hung up on this idea that our visual brand needs to be that quote unquote perfect in order to take action. When I've found for myself and with my clients, I'm sure you probably have found this yourself as well, that when we actually take action that then, oh, maybe we can tweak this and thinking about it more in those incremental adjustments, rather than needing to have everything across the board done in order to take that next step.

Kelly Smith: Exactly. And especially as small businesses or when you're a solo entrepreneur. Uber redid theirs not terribly long ago, or, so any large company, corporation rebranding. That's a big deal. They spend months working on it and then rolling it out and it's like, that's it.

That's it exactly. They're not gonna be doing tweaks over the next few weeks. That sticks, but for us, yes, we can roll it out and be like, oh, okay, no, I'm gonna tweak it a

little bit. You know, we don't have to make a big announcement. "Hey guys, I just rebranded. But I figured out that I needed to...." No, you just do it. You just do it.

Kelly Wittman: Yes, exactly. I think the other piece of that too, right, is looking at Uber. They also spent millions of dollars, I would wager to bet, on that rebranding process. And they have a huge team of support to help roll that out. So, I think it's so easy for us to get into that comparison of like, oh, well they did it all at once.

Or theirs looks perfect from the get go. And it's, yes, but they have other resources available to them that we just don't have as solo entrepreneurs or small-business owners with a small team of contractors or employees. And again, it's getting back to this idea of I really want people to understand that your brand should be supporting you and really bringing that ease and enjoyment into your life.

And, if it's causing you to stop and feel stuck, then it's not doing its job. So, we can be a detriment to compare ourselves to those bigger businesses because it's, we're not even in the same realm. And I don't mean that from a negative standpoint. It's just that they have those resources that we don't have. And we can focus our resources elsewhere. And we can be more nimble.

I mean, what a great gift as a small business owner. You can do those changes and people probably won't notice. And that's not a bad thing, right? Like lean into that when you want to test out an experiment and mm-hmm I think that's the beauty of being a small-business owner.

Kelly Smith: Yeah, very true. So, part of your brand identity, and we're talking about this today, is brand personality. So, can you tell us what a brand's personality is?

Kelly Wittman: Yes. I love brand personality. I love this topic. So, I define your brand's personality as the characteristics that really make up those thoughts, those feelings, those actions that someone has with your business.

And just, I like to compare it to, because I think of your brand as a human, right. It's an entity. It has characteristics, like I just mentioned similar to what humans are.

So, like a human personality, your brand is no different. It's really a variety of these adjectives and these traits that create an entire experience that someone will have at every brand touchpoint across, how you're showing up or where you're showing up.

Kelly Smith: That's great. And I didn't ask you ahead of time to prepare some great examples, but so one that comes to mind, I keep using this, is Wendy's. Before the

where's the beef commercials, I thought of Wendy's as sweet and homey. I mean, you read "mom" in her collar. And you know, she's just this sweet little pigtailed girl.

And then where's the beef started and that was cheeky. And now on social media, she's she's snarky and so funny. So, they have really, really defined a very clear brand personality.

Kelly Wittman: And how fun. I mean, even if that's not necessarily your thing, t's still, when I need a laugh, I tell you, I go to, and I love that you bring the Wendy's example up because that's what I have used as well.

I will go to their Twitter and see who they've roasted recently and like, what can I get a good laugh out of. Just so entertaining. And, right, when we think about then the power like that, they have really cultivated with this Wendy's brand personality. Yes, they're a big corporation, but we can do that as small business owners to really create and define this very distinct personality with our brand that gets people engaged and building that relationship and that connection with us as a brand.

I mean, that's the power of having an intentionally created brand personality. So, I love that you're using that example.

Kelly Smith: Exactly. I have a student in the women podcasters academy, whose podcast is called Navigating Baby Loss. And so she can't be snarky or humorous. You know, her brand personality is comforting and compassionate and uplifting. And she really, really succeeds there.

And, you know, if it were any different from that and, and, you know, she can't be a downer either. She really does need to uplift her audience. And she has really honed that very well.

Kelly Wittman: Yeah, and I love that you're using that very different example and just to show and reiterate that there's no right or wrong way to create that personality.

It's all about understanding who are you as a brand and what type of feelings do you want to evoke with your right audience. Similar, I have a nonprofit client that we're working with right now, and they are all about eradicating gender based violence against women and girls. Very, very heavy topic.

But part of that conversation around that brand personality creation was leaning into being an empowering voice in their community for their audience of really taking back the power.

So, again, it doesn't have to be, they don't have to lean into the snarky similar as your client. It was not a good fit, but they're intentional about how they want their voice and their experience to be held, and across, right, all of those touch points with their right people.

So, I think we can often see people like Wendy's or maybe other brands that you look up to and think that we have to emulate them because it's working for them. And that's where it really gets to this idea of being strategic and intentional understanding who you are as a brand and what resonates for you and your right audience.

Kelly Smith: Yes. So then why is it so important to identify your unique brand personality?

Kelly Wittman: Well, I like to think about our brand as again, if we get back to this, a definition of how people think they feel, they act in relation to your business. So, every touchpoint, so every potential point of contact that someone has with your brand, I believe it either enhances or detracts from your brand experience.

So, when we go into like, thinking about, okay, this is my business and this is how I want people to perceive me. Whether we're intentional about it or not, each of those touch points will invoke certain feelings or in a positive or negative way.

It's all about this idea, our brand personality has the power to then enhance that perception that we want people to have of our brand or, on the flip side, when we're not intentional about it, it can detract from that perception. And it's really getting to this space of the more consistent we can be about our brand experience across those various points of contact, the stronger connection will bring and bridge with our right audience, which then leads to trust, which then leads to creating this strong foundational brand that helps us and supports us in getting to whatever our version of success looks.

Kelly Smith: Very true. Yeah. You just mentioned trust. It helps build the know, like, trust factor. And also engendering loyalty in our current customers and clients. It really confuses people when we try to emulate other brands' personalities. If we're not being ourselves, I feel like it's a façade, you know, if we're not being true to ourselves or our brand. When we're the face of our brand, you know, it's being like more us.

Kelly Wittman: Yes, exactly. And I love that you bring up this idea of, you know, emulating and having that façade. Because again, when we think about, there are so many opportunities for someone to come in contact with your brand. And it can be very exhausting when you're trying to emulate someone else and you're not dealing with or

sticking with, or showing up in a way that is authentic to what you truly want your brand to be about.

And at some point that façade will break down and then it leads to more often than not mistrust. So a breaking up that trust that your potential client or community member audience member has, or just an entirely walking away or confusion.

So, thinking. I've had experiences with this, with brands where I'll go to their website or I'll call them and then I'll do a different touchpoint and I'm having a totally different experience.

For me as the consumer or the community member, I think, okay, am I gonna get this type of person or this type of experience, or am I gonna get the other type of experience? I don't know which one. And that's really, when we think about the importance of personality, is it helps to create that consistency.

You're building the expectation with that audience member so that they know and can then, when you meet that expectation again and again, that trust strengthens and vice versa, you know, the same has happened. The same happens, or the opposite happens. If we break down that trust or we have inconsistencies with that communication or experience.

Kelly Smith: Right, and you just mentioned two touchpoints: website and like customer service. There's also, you know, we mentioned earlier blog posts, podcast episodes, videos, social media, ads, you know, Google ads, social media ads, print, wherever you're doing business. Oh. In person, if you're brick and mortar, restaurant, you know, it would be your servers.

If it's retail, the retail sales people. All of those are touch points where you, where your brand personality should be coming through.

Kelly Wittman: Right. And I want to, because even as you're saying the list, right, I can hear, cause I can feel it in myself of like, oh my gosh, that's so many. And that's so overwhelming.

And what I want to maybe encourage is that this isn't about being perfect. Right? It's not about, okay, it has to be A-plus material across the board at every single touchpoint or else it's a quote failure. It's more, what I find more often than not, especially with businesses that have teams where they have people communicating on behalf of their brand, even just getting it out of your head, because as business owners we think, oh, I know what the brand is all about. It's up here.

But, when we can take what's out of our head and just put it even something one or two sentences that explains this is the brand personality onto paper, it gives you a starting point to then communicate to your team of this is where the expectation is.

And then, again, getting back to this idea, as they start communicating on behalf of your brand, you can then figure out where do we need to make changes and tweaks to make sure that we're having that consistent communication. But, most of the time, we just don't write it down. There isn't anything like, we call it a brand playbook for our clients, like this is your reference guide so that everyone's on the same page about our brand personality and how it's being communicated to our audience.

Kelly Smith: Awesome. Yeah, I call it a brand bible. But, yes, whatever you call it. And even if it's just written on an Apple Note, write it down. You know, if you're solo entrepreneur, write it down for yourself.

Kelly Wittman: Because more often than not too, even if we're just operating, and I don't say just, but if we are a solo entrepreneur, the action, right? We know this from all of the studies. And I guess from what I've read and know about journaling, right? There's so much power in just writing down our thoughts and the same is true for our brand because when we can get it out of our head and onto paper, we then are setting the expectation for ourself of, oh, okay, this is what I'm looking for.

And this is how I want that brand experience to be. And now I can have something to reference when I'm maybe feeling stuck or I'm realizing that something isn't working. I go back to that note and can say, well, maybe I should tweak this. And it just gives you a really nice solid foundation for taking action and moving forward and getting more clear on your brand.

Kelly Smith: Very true. That's great. All right. Let's get into the meat of brand personality. You work with brand archetypes and seasons. Yeah. I wanna hear about this please.

Kelly Wittman: So, these are two personality frameworks that we use with working with our clients to help them with their internal brand communication and then their external brand communication.

So, brand archetypes are like the universal inborn models of peoples and behavior. They're drivers. They originate from personality, human archetypes in the psychology. But it's this idea that as a brand based off of what drives you, you then align with an archetype, and that again helps you with your communication.

Brand season is similar, again, also originates from psychology and seasonal color theory and color psychology. And it's this idea that your brand will align with a particular season. So, spring, summer, fall, winter. And, based off of what season you align with, that will then help guide you from an external perspective.

So, colors, your fonts, photography, style, graphics, typography. Things like that form an external perspective, all of this being when we can have those clear boundaries, more like erasable boundary lines, it helps us to create that consistency and really attach how we're communicating, both from a written and a verbal and then a visual way, to and align with the certain feelings that we want to evoke with our clients.

So, in a customer's community, for example, let's say you are wanting people to feel excitable and you want them to feel creative and maybe loud and friendly, the colors that you can use to help evoke those emotions will be very different than if you want people to feel calm and restored and relaxed.

It's getting to this idea that we can utilize visuals to help embody and evoke certain emotions and feelings when people interact with our brand.

Kelly Smith: I love it. I know my archetypes and my season. And they're so helpful and they're the same for my personal life as they are for my business, which makes total sense since I am the face of my business. And they really permeate everything I do, like my mission in life, my mission in my business. And my season is also the same as my personal style, color style thing. Like I had my colors done years ago. And I'm a winter and it's totally the same for my business, as well.

And my archetypes, my main one is Explorer, even though I'm not an outdoorsy type at all, but like my big thing is a blaze your own trail. Choose your own adventure. One of my primary values is freedom. That's why I'm in business for myself and that's my mission and helping other people, well, like with my kids, I wanna help them blaze their own trails. It's what I do with my clients, helping them blaze their own trail through their own business. And my secondary archetype is creative or creator.

Kelly Wittman: Awesome. Awesome. And I love what you're saying too, which is the whole point, right, of why do we use these frameworks in the beginning or in the first place. And it's this idea of using them as that reference guide for helping you make decisions. And especially when it comes to communicating your brand personality.

So, when we think about seasons and archetypes, they're just those reference guides for, hey, you know, what should I, if I'm deciding between A and B, let me reference that archetype and/or that season to see which one may align more so that I'm creating that

consistency and showing up in a cohesive manner. I love that you're finding them helpful and useful for you in, in your business. That's wonderful.

Kelly Smith: And they help you pick the best-for-you voice and best-for-your ideal client language, as well.

So, you know, I was already as a kid reading the *Choose Your Own Adventure* books. Favorite books. But like blaze your own trail, you know, something that I've also said since I was pregnant with my first daughter. That was my main goal with my kids.

So, yeah, if you're stuck on language, you can refer to your archetypes and be, like, okay, how can I phrase this idea that matches my brand personality and that will resonate with my ideal client?

Look at your archetypes and then how can I get this across on my website, in my visuals? Then look at your seasonal colors. Am I getting that right?

Kelly Wittman: 100% and you've summarized it so well. My heart's happy. But yes, exactly. I mean, that's the whole point is to figure out when we, and this is what I love using them for is when you're stuck.

I do the same in my own business. I go back to, okay, what am I all about as a brand? What do I want to communicate? How do I want people to feel and referencing archetypes, referencing seasons, and really figuring out. Just using it as more of a nudge, right? This is just nudging you in the right direction to give you some ideas and get back into this space of creating and showing up for your audience in a way that's serving them and helpful for them.

So, yes, 100%.

Kelly Smith: How do you suggest people find their archetypes and their season?

Kelly Wittman: Oh, yes. Well, to get back to what we've already said and just to reiterate, take action and really that clarity is going to come from showing up and paying attention. Taking your brand from an experimental lens and looking at it from an experimental lens is so helpful.

But, from a more tactical standpoint of like, okay, I need some actionable steps cuz I'm right there with you, I like to start with just something as simple as write out the 10 adjectives that you want people to feel when they experience your brand.

So, at any given touch point, any given contact point, you know, how do you want them to feel? And I'm big on feelings if you haven't figured out already.

Kelly Smith: So, branding is all about how you want people, people make buying decisions more based on feeling than on facts, unless it's a financial service, you know. It's like the one exception.

Kelly Wittman: Exactly, exactly.

You know, people. When I even think about the brands that I have the most connection with, I'll use this, cause I just got my Grove Collaborative order the other day, and they write, "Kelly you're killing it." Like they write sweet messages on their box. It makes my day. So, thinking about that of, yes, I will pay a little bit more and I'll pay the annual membership fee because Grove Collaborative makes me feel good.

And I feel like I have a strong relationship with their brand. So, again, this is where we get to this space of what's the point of branding. It's to build a connection with your right audience so that they not necessarily that they'll pay you more, but that they will go above and beyond to engage with you and they appreciate you.

So, getting back to, okay, how do you want people to feel when they experience your brand? Then creating that personality based off of those feelings. When we think about creating that personality, that's where the archetypes and the seasons come in, it helps you to create said personality to really enhance those feelings that year after.

Kelly Smith: That's awesome. So, when you have your personality and, and that's a matter of finding your adjectives, do you then suggest that people like write out? I mean, what do they do once they have their, their adjectives?

Kelly Wittman: Yeah. So, once you you've got your 10, right. And then look to see, I have a PDF of like, these are the adjectives aligned with the seasons and the archetypes. I'm happy to send over and it's really doing a mix and match. Right. So, okay. These are the adjectives that I have. And these ones most align with the spring season, which then aligns with these three archetypes.

So, going at it from that perspective to give you a foundation and then from there, again, writing it down. So, your personality, your brand personality manual, similar, like to your brand bible, right? So, it'll be a facet of your brand bible, can be as intricate or as simple as you want. Again, it really gets back to, what's gonna be the most supportive for you and that you'll actually use.

So, from there, I like to just detail, like, okay, we're aligned with the spring brand. Spring means this, this. And this we're aligned with this archetype. It means this, this, and this. Then these are the words that we're gonna be using on a frequent basis. These are the phrases that we use on a frequent basis.

This is the tone of voice that we're communicating with. And then this is our communication style, and this is how we want people to feel when they experience our brand. I think those six items can be really helpful in getting a strong foundation set for creating that personality. for consistent cohesive communication.

Kelly Smith: That's great. And the one thing that you mentioned throughout there was writing it down. It's essential when you have employees, assistants, a team, whatever. And, honestly, it is still essential for yourself. You will forget. Even as a solo entrepreneur, you will forget, and you can come back to that.

Every time you write a blog post, creating a podcast episode, doing a video, especially then creating an ad. Even a social media post. So useful for everything.

Kelly Wittman: Yes. And I think oftentimes, I know I have this fear, is this idea of, if I write it down, then it's permanent and I have to abide by it.

My type-A very structured brain loves to tell me that story. But what I like to just switch it up and have this idea that this personality manual is a working document, so it can be updated. And that's the whole point, right? If we're sitting here talking about brand action leads to brand clarity, then once you become more clear, go back to that manual and update it and make those changes so that they're in there.

Again, as you start to grow, as you bring on teams, they're always referencing the most up to date information on communicating on behalf of your brand and. Just to reiterate, it's not a stagnant document. This is something that will grow and change and evolve with your brand because that's the intent of it. It's to support you at whatever stage of business, um, that, that you're in.

Kelly Smith: Very true. That's awesome. Thank you so much. So, so helpful. So, how can listeners find you and get in touch to work with you?

Kelly Wittman: Our website is wittandcompany.com and that's the best place to learn about our work and our process and who's a great fit for us. I also have a weekly newsletter that I send out called the Branded Chat every Friday. So, if you'd like to just learn more and be in our community, that's a really great place as well.

And then of course, if you have questions, I love chatting about branding. So, the best place that I am at is on [LinkedIn at Kelly Wittman](#). So, you can find me over there. I'd love to connect.

Kelly Smith: Awesome. I will share those links in the show notes and on this episodes page on my website. Thank you so much for being here today, Kelly.

This was a great conversation and so helpful.

Kelly Wittman: Thank you so much for having me. It was great to connect with you and yes, have this conversation. It was wonderful.

Kelly Smith: Awesome. And y'all listeners, I hope you will put into action everything that Kelly said here today. Everything will really help your branding and your marketing.

I would love it. If you would leave a positive review and subscribe. You can leave comments on this episode's page on my website. Link in the show notes. And I'll be back in just a few days. So, I'll see you next time on the Marketing Chat Podcast!

Find Kelly Wittman at <https://wittandcompany.com>

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