



Making Colours Work - Ref260

with Trudie Avery

29th September 2022

TRANSCRIPT

Please note, this is not a verbatim transcript:

- Some elements (repetition or time-sensitive material for example) may have been removed*
- In some cases, related material may have been grouped out of chronological sequence.*
- The text may have been altered slightly for clarity.*
- Capitalisation and punctuation may be erratic...*
- There may be errors in transcription. If something appears odd, please refer to the recording itself (and let us know, so that we can correct the text!)*

Steven Bruce

Hello there, and here we are again for another lunchtime learning session. Now as we occasionally do, we're straying away from the more medical side of things to look at the marketing aspects of practice. In particular, we're going to be looking at branding, logos and website design and how things that you choose might either attract or repel your customers. Now, I know it's not the most important aspect of medicine, but you know, there's an awful lot of us who spend a great deal of time worrying about designs are spending a lot of money on designs and things like this. I think it's important that we show our prospective patients something that makes us look attractive. And let's face it, doesn't drive them away to someone else's clinic. So I have Trudie Avery in the studio with me to offer advice on this. She's known as the logo lady, although I keep misspeaking that and calling her the Lego lady, forgive me if I do that, again. And her business is called Avery Creative. I'm sure she can do a lot of this work for you if you want her to. But she's also promised a whole load of free resources to help you do it for yourself, if that's what you prefer. And do remember, you're gonna get so much more out of this if you get your questions in as we're talking. Use the chat lines on Facebook and the website. And let's see how we can help you with your graphic design issues. Trudie, thank you for coming in.

Trudie Avery

Thank you for having me.

Steven Bruce

You know, I get my guests in here and yes, I can read about them on Facebook and I get warned by my team who I've got coming in and things like that. But what makes you the expert on logos, branding, graphic design?

Trudie Avery

Well, when people ask me, how long have you been doing this? How long have you been a graphic designer, I tend to say since I was about four, since I was about four years old and this was when my dad came home, he used to work at a paper mill. And he came out with his big trunk full of paper, card, of all kinds of colours, all kinds of thicknesses. And I think over the course of my childhood I set about drawing, copying, cutting, sticking, did everything with this big chunk of paper. And then I went on to do graphic design as a National Diploma I did HND in graphic design. My first job was a graphic designer, my second, my third, my fourth, my business, I've always been a graphic designer, essentially.

Steven Bruce

So you started at four. So that means you've been a graphic designer for what, about 15 years now?

Trudie Avery

Well, basically.

Steven Bruce

How long you've been doing it?

Trudie Avery

Officially since I graduated from college, 25 years now.

Steven Bruce

So okay, we've established your credibility, we know you've got the skills to do this. Who do you normally do your graphic design for, are osteopaths and chiropractors out of your normal spectrum?

Trudie Avery

I work for people who are really passionate about what they do, very much the sort of the small business owner who just wants to get on with what they're brilliant at. He wants to give me a blank sheet of paper, give me something with nothing on it. And I will create a brand. And essentially, that's my favourite kind of client, that somebody who would trust me and say, do the thing that you are really good at.

Steven Bruce

So we we don't do graphic design here. Obviously, we have a stab at the things that we need, small stuff that we need to do in house. But we've always offered people business support if they wanted, in the sense that if we know the answer, we will tell them if not, we'll find someone who does know the answer. And we've had quite a few people come to us about websites and so on. And I'm sure you must find the same or have the same reaction that I do when people say oh, yeah, I got my son to design my website, or my daughter is on my website, because you think there's a possibility they might be a brilliant graphic designer, but there's every chance that they just learned a bit about it. And you still see those really boxy websites that look so old fashioned now. I mean, God, they're not that old, but they do look so old fashioned. What's your experience of the success rate for people who do their own graphic's work? Or have that member of the family do it for them?

Trudie Avery

I love it when people sometimes come to me and they say, oh, what do you think to my logo? And at that point, I know I have to be really careful. Because it was they either did it themselves or their daughter did it for them. Sometimes it was their hairdressers' cousins, nephews, next door neighbor's son who does a level graphic design or a level art. But generally, I think there's so many tools available out there now that give you the opportunity to do it yourself. And for some people, you know, they don't have the budget, they have to, and I get that, I absolutely get that. But, and even if you go to a professional, you know sometimes you go and you'll ask them for what it is that you want and people will just be, they won't get what they want and they are not connected to it. Sometimes you have to find the right designer, you have to find the right way to get the right sort of brand that really reflects you.

Steven Bruce

And of course, if there isn't the money in the bank, I can understand why people don't go for somebody professional to design the things and you know, your logo here, this hashtag logo lady. I mean it looks dead simple, but it's not that simple. It's simple once you see it done, it's not simple when you start with a blank piece of paper, and those people who say, well, you know, I can do this myself, I wonder whether an osteopath or a chiropractor, who's probably going to spend a week designing that, is really getting the best value out of their time. Because all that time, first of all, they haven't got the logo out there. And they're not treating in clinic because they're busy doing their own home designs on things like this. And there's every possibility that without the sort of knowledge that someone like yourself has got, they'll end up with something which they're very pleased with. But it might not actually be the sort of thing that customers respond to. And I'm using the word customers, people will probably criticise me for that. We

don't have customers, we have patients. But you know what I mean? It's the same thing. It's business through the door. But I did promise them that you're gonna give them some advice on being able to do it for themselves, if that's what they've got to do, or even look at their own existing branding and say, does the branding fit the principles, the rules of good marketing? I don't know.

Trudie Avery

Yeah, absolutely. I think there's two sides to branding. And so branding isn't just your logo. So when we're talking about branding, we're talking about your logo, your website, your social media posts, your signage on the front of your practice, your leaflets, your posters, branding is all encompassing. It's literally every time somebody sees you.

Steven Bruce

Does it matter if it all matches though?

Trudie Avery

Yes. So that's one thing, I'm always talking about consistency. So if I was to turn up and I have this interview today, and I've got long blonde hair, and I go away, and I come back in a couple of weeks time and I've dyed it brown and I've had a perm. People think, I recognise them, maybe, sort of.

Steven Bruce

I'd give my teeth for long hair, any hair.

Trudie Avery

My point is, they're not necessarily going to recognise you. So consistency is... Sainsbury's, let's say, you're driving down the road, you think, oh, I need some milk and eggs and you see an orange sign. You don't have to think, it's embedded in you, ah, there Sainsbury's, I'll go there. So it's that colour. And it's those sorts of things. So if you can be really, super, super consistent with your colour, with your font, with your logo, then you're giving people the opportunity to recognise you, you're giving people the chance to say, oh, way back in my mind, I know this person. And as soon as you start to make that connection, and people recognise you, you can build on that to get to the point where people don't just recognise you, they feel like they know you. And once they feel like they know you, then they trust you. So that's when you start to then become front of mind.

Steven Bruce

And it reminds me of an old marketing thing that I was taught years and years ago. And it relates to things like those ads you see down the escalators and in tube stations. I think it's something like, people have to see an advert and when speaking adverts not branding, but 20 times before they buy the product, because they start off thinking they don't even notice it, they start to notice it, then they get irritated by it. And then they start being intrigued by it. And then they suddenly, why haven't I got that, and then they desperately need it. And that was the philosophy behind it. I don't know there's any evidence behind that. But if someone comes to my clinic, and the logo outside is my old one, which is blue and green, and they go inside and the new one is yellow and purple and the letterheads I send out, or the letters I send out have no logo on them at all. I guess it's just not reinforcing in their mind, is it that you are an entity that can help them because it's all a bit distracting?

Trudie Avery

Absolutely. I want to see on your website, I want to see the same logo, the same colours, the same fonts. All of that is part of your brand, even if you've got a hero image that you can then use in your banners as your Facebook page or your LinkedIn profile. The main image at the top, the first thing they kind of see when they come in.

Steven Bruce

Okay. Vlad has actually sent in a question already on this. He says, what's the most common colour that people think and use for medical logos that's actually horrible. And he's written that in capital letters.

Trudie Avery

Horrible, horrible. Shall we bring up on the screen?

Steven Bruce

Yeah let's have a look at it.

Trudie Avery

Yeah, that's something I prepared earlier.

Steven Bruce

So these are, actually they look very familiar to me. Not that I know the businesses but the nature of the images looks familiar.

Trudie Avery

So when you think health care, you think green, I mean, there's loads of psychology around colour, and green means healthy, green means natural, green means medical, quite often. And that is embedded somewhere in our subconscious, somewhere we don't even know about, we associate certain colours with certain things. So we've got this green, and blue as well is calm, it's professional, it's trustworthy. I brought these here as not great examples. I know that I'm probably going to completely offend like most of your audience, because the half of them again to say, oh, that's my logo. But come on, we've seen these logos so many times, there's nothing there that's gonna make me remember, there's nothing there that's gonna make me feel like, that's different. They're all gonna be about, oh, yeah, they work with their hands, and they deal with backs, which, you know, is great, but it's not very inspiring. Now, I think you can do so much more, if you just think a little bit outside the box. Then we go to the next slide. So here's some I found that I think, yeah, you know, these are just slightly different, much more modern, much more likely to inspire. And there's, for instance, we talked about the printer logo before, and you said you didn't love it. But it's genius, isn't it, though?

Steven Bruce

It's clever, because they've turned the crown here at the left-hand side into a spine. So that's clever. But for me, it's also very boxy. And a lot of these are rectangular, I kind of, to some extent, I like that left hand spinal syntAC because it doesn't have a boundary and it's on a white background. So it sort of sits there by itself. The physio for schools I like because there's the clever s in it and so on. In terms of colours,

again, we're still on blue and green here, aren't we, by and large one in the centre, there is more brownie orangey.

Trudie Avery

Yep. And I think, you know, blue and green are great colours. There's a tradeoff between what you want people to feel about you. And branding is about feeling, how you connect with people, it's all about how you make them feel about you. So you have to meet an expectation to some degree. But also, you can choose to not meet that expectation. For example, I don't know if you know this, there's a local skip hire firm and their skips are bright pink, you know, these big pink skips, you would never expect to see that. So there's that shock value kind of, we get a stand out, we're gonna not be what you expect. But for this, because you're trying to go on a trust, you want people to feel reassured, you want people to understand what it is that you do. So, you know, it's okay to go for the blues, to go for the greens. Or you might go a bit off piste and go for the turquoise, or just a slightly more modern take on blue and green, because let's face it, there's a whole plethora of different shades.

Steven Bruce

Indeed. I was just thinking while you were talking there and I just think about what I said about these logos compared to the last ones. There is a danger, isn't there, in designing a logo, you get too obsessed with the art for art's sake aspect of it. And you want it to be clever and beautiful and everything else but fundamentally, somewhere in your branding has got to be the thing that says who you are, now, physio for schools, if that's the business name, and I imagine it is, well you can see that, it's pretty but it's also physio for schools, you learn that same with United pretty much all of them. Some of the others, the clever little hands on little dots for spines and so, they look very pretty but somewhere in there you've got to have, I'm thinking, you've got to have your name looking fairly prominent.

Trudie Avery

And that is another interesting point actually, I've seen logos where the graphic is so big you put it on a pull up banner, something you would see from a distance and all you see is the image, you can't even read the text because the relationship between the graphic and the text is kind of, is out, the text by comparison is so small.

Steven Bruce

Yeah, we've got a question here come in from, the system says the name is Add, fear of change and what I've had for years it's stopping me from changing to a new logo or branding. What can you do about this fear of people not knowing, not recognising the new branding?

Trudie Avery

There is a thing where you build up recognition, so even if your logo is old fashioned, and it doesn't really represent you as a business anymore, perhaps there's still this kind of equity left in the brand that you feel like, well, people know this brand. How do I, if I step away from that, am I going to lose all of the equity. So there's a couple of ways you can think about that. Either, if you have changed direction, if there is a new sort of target market or a reason to say, okay, we stopped that there. And we relaunch, and we make a big song and dance about this. And we literally launch and say, look at us, we're all new, these are the differences, these are the changes, you do that, or you go for something, that's called more of a

brand evolution. So that's not a massive departure from where you are, but more of an updating thing if you can keep elements. So you might say, well, we'll keep the colours or we'll keep the font or we'll keep the icon but we'll just make it look slightly more modern.

Steven Bruce

Yeah, I think that's what we're doing with my own clinic at the moment, we are just changing the branding. And a central icon for us, the Ashgrove clinic is a leaf. And I think we're just changing the colours and adding in a bit of orange on one of it, my wife, Claire is organising it, I explained to you before you came on, I don't do colours. I can't even decorate my house until Claire says those colours work and then I'll go and slap them on. But again, it's very much the same original design, but we're changing the colours. So smart swap, the machine gives people strange names sometimes, says, hi everyone, slightly removed perhaps but any thoughts on using a personal type email address, say John Smith at blah, blah, blah, as opposed for example, info at which some businesses use that's not really your domain.

Trudie Avery

I do have an opinion on that. I would say. So brand is about connection. It's about creating a relationship of feeling something between you and the person that you're trying to communicate with. So if I email you info at logo lady.com, you're getting a nameless, faceless entity. If I email you Trudie at logo lady.com you're getting me, you're getting a person, you're getting somebody who you feel that you can connect with, talk to, have a relationship with.

Steven Bruce

My answer to the smart swap here would be along those lines, actually. the info and sales at, whatever it might be, those are dreadful email addresses. We actually do have one at my clinical reception because we've got so many receptionists that you can't have, you could have one for all of them, I suppose. But we've chosen not to because it would mean you'd be getting messages to and from different people. Of course, do you remember, I think it must be 10 years ago now, there was a big fuss about the way the government was doing business because people were getting emails from, I'm making this up, Brenda at Downing Street, but it transpired there was no Brenda, it was just the name they were using for the emails and they said that was misleading people, because we could just call our receptionist Susan or something and send that out. But of course, when someone came in and found that actually, we didn't actually have a Susan receptionist then they might spook at that. But I don't like Info at because that does smack a bland corporate facelessness.

Trudie Avery

There's only one thing, well, is it worse or equally as bad? If you have trudie@gmail.com? That isn't professional enough.

Steven Bruce

Yeah, I can see that. And because it does look like, it's a bit...

Trudie Avery

Or Trudie597@gmail.com.

Steven Bruce

That's definitely worse. Yeah. But there was a lot of resistance, wasn't there, a few years back, perhaps less so now to using mobile numbers instead of landline numbers because it looked as though you were a one-man band instead of a business. But you're right, there's no reason to use it. Not to use a domain name for your emails. We made a slight mistake when we set up our business, we had no experience in this, my business is called Ashgrove Health and we decided that our email addresses would be first name dot surname at Ashgrove health well when the person comes to type that into the machine is a bloody lot of typing. And this one's worse because we have academy or physical medicine but we've shortened it and it's easy enough to do, so it's now @APMcbd.co.uk which is easy to type and perhaps a lot of people don't know this but you can set up email addresses very, very easily which look as though their personal going to you but are actually shared with your team so the receptionist will get all the Trudie@.

Trudie Avery

Yep, exactly.

Steven Bruce

So anyway, we're gonna get back to colours, we're talking about colours. Vlad earlier on did ask, which are the horrible ones, which are the colours to avoid?

Trudie Avery

And I said that blue and green is great for healthcare. But there is this whole thing of like, well, what type of blue and what type of green. And when we started talking a little bit about the psychology of colour, and how darker things, darker colours tend to feel more luxurious, or you get the brighter colours, which are more vibrant. So everything comes down to personality, there is no right colour or wrong colour, there's only the right colour for your brand. So you have to work out how you want to be perceived. How do you want to make people feel? What is your personality?

Steven Bruce

Yeah, you made me think about hotels I stayed at recently, if I see what you just described with the dark, subdued, opulent colours, I think this is a luxury hotel. But when they're all bright orange and bright blue, I think this is a poppy, sort of, not sort of cheapo hotel, but it's a different style of hotel. And actually, David's made a very good point in the chat here. He said that it's not for us to concern ourselves with, it's what the customer believes when they see it. He said, not for us to like, it's for the consumer to recognise, and he's writing that in everything we do, it's all about what the customer feels, we're not marketing to ourselves., are we.

Trudie Avery

Absolutely.

Steven Bruce

And I don't know whether he's talking about colours, or whether he's talking about email addresses, I think with email addresses and things like that, info@ still strikes a chord with people. But trying to put yourself in your patient's shoes to see whether those colours you've chosen make them feel reassured, I think is very important.

Trudie Avery

Exactly. So there's two halves of your brand. And your brand will be you, your experience, your personality, your knowledge, your history, your story and who you are, and how you interact with people. But you need to know who it is that you are talking to, who it is that you want to attract, because branding is all about magnetising people towards you. It's not about jumping up and shouting, I'm brilliant. I'm brilliant. It's about telling people who you are authentically and letting them be attracted to you. You're the person I want to work with. You are the person who I need to do this for me because I know you, I feel like I know you, I like you, I trust you. So it's very much about deciding who you want to work with. And it's such a tricky question. Because whenever I say to people about niching, let's go there. Let's go to niching. I know it's an incredibly hard sort of topic, especially, especially for the osteopath and the chiropractors and the physios because I've worked with quite a few and I say, so who's your target market, and they will say, you know, anyone could come to me, I can literally help everyone. And that's true, that's true for a lot of people. But also, there's niches kind of within that. So, for example, I've worked with a physio who specialises in the pelvic floor. And that was a real niche down for her, but she's literally become one of the country's leading experts in pelvic floor.

Steven Bruce

Which is great if you've got that expertise. And that's what you want to concentrate on. What we've suggested to people in the past is that you need to avoid having those pages that first of all, give you the history of osteopathy, we'll go into that now. Lots of people do that. But say, well, we just treat pain because people aren't interested in that, they're interested in frozen shoulder, knee pain, hip pain, shoulder pain, and therefore, you can separately market to all those niches using the same sort of branding and colours, I'm assuming.

Trudie Avery

Yeah. And you could say, well, I really want to appeal to sports, and I'm really kind of hunkered down in sports. Or you could go down even further and say, well, I really want to become famous in the sort of boxing circles.

Steven Bruce

So how would that change your approach, let's say I'm a chiropractor and I want, if I was a sportsman generally, or sportswoman generally, how would that affect your decision on my branding?

Trudie Avery

It automatically gives me some kind of imagery in my head. So who are these people? Who are these people who play this particular kind of sport? Sports is very generic, but can it tell me how old they are, can it tell me what gender they are? Can it tell me, you know, what do they do for a living? Or how much money do they earn? And you can kind of drill down to your perfect client. So your perfect client, do you love to work with the most? Who do you want to be working with day in, day out. And I look at myself as an example of this. So, for example, logolady.com. So as you know, I've got 25 years' experience of being a graphic designer. And I could be Trudie Avery, graphic designer, extraordinaire. But by choosing to say, I call myself logolady, what I'm saying is, I'm specialising in logos. If you go to my website, you can see my packages, and it's, I do your logo, or do your business cards stationery, I can offer you a website, social media banners. So it's not like you have to say, okay, well, I do one thing, and that's it,

there's nothing else. But if you can lead with that one thing. And it is about being famous, almost, it's about carving a niche that's one inch wide and a mile deep.

Steven Bruce

So with your website logolady.com, does that go to a specific page on AveryCreative.com? Or is it a completely separate website.

Trudie Avery

AveryCreative.co.uk is my company name that I started and that was seven years ago and that's more my sort of, when I finished that website, couple issues and everything, but that's more my corporate sort of brand. So the agency side of things, one that's probably more expensive, and more premium. That's that sort of thing. But because I decided along my journey that I don't want to work with, like big organisations and big companies, I love working with the little guys, the smaller organisations, one to five employees. That's sort of what really gives me a kick.

Steven Bruce

There's an attraction to working with big companies. As I mentioned, I think on one of the emails I sent out about this, somebody got 60 million quid for redesigning the tail fins on British Airways aircraft about 20 years ago. And then they were scrapped almost immediately because everyone hated them. I quite liked to have been the graphic designer who did that.

Trudie Avery

The thing is, that wasn't a graphic designer, that was a team of graphic designers. And that was a team of marketing people on their side. And this is why I don't want to do those kinds of jobs because I don't want jobs to go on for a year. I don't want jobs that I have to go through 10 million people to come back and get changed by the boss, who, he hasn't seen it all the way through the process, and they deliver it to him and he says no, and then you go scrap it, come back to the start.

Steven Bruce

I've got some logos for you to critique. Justin's gonna bring up either one or both of these logos on the screen for us to have a look at and you can tell me which one does what for our audience. I know Claire sent these through to him. So hopefully Justin's got them loaded up and I'm gonna keep talking until he finally brings it up on the screen so that we can see it. There we go. There's one, the Ashgrove clinic, I know this place well. It's quite a large one there. That's your first logo.

Trudie Avery

So, green and blue. The first thing I think of when I'm looking at a logo, how does it make me feel? So I would say so this kind of leafy thing going on, that feels quite homely, that feels quite natural, that feels quite...

Steven Bruce

We thought it looked a bit like a spine as well. I mean, there's a connection in our minds, I don't know that there will be with the patient.

Trudie Avery

Potentially. So there is that kind of feeling of calmness, of something quite natural. And then if we look at the font, let's see, so it's a serif font, which means it's got the little kind of kicks on it and a serif font is quite traditional, a little bit traditional, which helps people to think, oh, it feels established.

Steven Bruce

Do you look at things and go, oh, I know exactly what that font is just by looking at it?

Trudie Avery

Sometimes.

Steven Bruce

That one's Veracruz, I think.

Trudie Avery

There are a billion fonts. But it's not like an old fashioned serif font. So there is a modernity to it.

Steven Bruce

Should we look at the next one?

Trudie Avery

Okay, if that was enough for you.

Steven Bruce

The next one.

Trudie Avery

Ah, okay, so they're all the same thing, but slightly different variations on a theme.

Steven Bruce

This is not finalised yet. So you're gonna tell us how we should change it.

Trudie Avery

So was that the original and this is the new?

Steven Bruce

Yeah, this is the new one.

Trudie Avery

Okay, so circles.

Steven Bruce

I'm not sure about this stuff around the edges, I think that might have been added in as part of the very rapid decision to send the logo off.

Trudie Avery

Okay, well, let's imagine that's not part of a logo, because I don't think it would be, circles tend to represent holistic. So a circle is a symbol of being all in, all included, so that if you've got lots of different services that you offer, you might say, well, this is quite a holistic approach that we're taking, circles are quite feminine as well, a lot of times you would see, it actually symbolises the womb, a circle symbolises a womb. So sometimes it's quite a feminine thing. I wouldn't necessarily say this was a feminine logo, because we've got the sans serif font now. So we've moved over to a cleaner, more plain, plain speaking, more modern, more streamlined kind of font with this one. And we've got the orange in there. So we've gone from the quite calming sort of blue, green, and black. And this is kind of added in, what does orange represent, well orange is a more dynamic colour, it's a more exciting colour, it's more vibrant, and has more energy to it.

Steven Bruce

Claire's flagged this up and put loads of labels on it to make sure I read this that she wants to emphasise that that one is not yet finished. It's just an example. What she has been trying to do, and Claire has not been designing it herself, she's been trying to make it more appealing to a younger, perhaps a more athletic audience, which the old one did look a bit traditional. And I suppose it's very easy when you see your own logo every day to think that logo is tired and worn out. It's hard to see it from the eyes of a new patient, a new prospect. And probably it's only the new people that we need to concern ourselves with, isn't it? Because the people who know us and trust us, they don't care about our logo?

Trudie Avery

Potentially.

Steven Bruce

I should have asked lots of other people to send in their logos. And you could have given them free critique.

Trudie Avery

Yeah exactly. I don't see it as being a critique, more of like, how does it make me feel? Who do I think the target market is of this? And yeah, I would say with the more modern plainer fund, it would be a younger market.

Steven Bruce

I'm gonna send out a survey after the show. I'm going to send you guys a survey after the show. And we're going to see how you feel about those two logos and which one you would prefer. And I think that whole business of the survey could be quite useful as well, because you've used surveys in the past, haven't you? Tell us how you used your survey, this is part of your own offering to other people, isn't it, and how you have squirrelled them into the particular channels that you do in order to provide them with what they need.

Trudie Avery

Okay, so I've recently, very recently, developed a quiz, which is a personality quiz. So it's about brand personality, because we need to inject a sense of personality into a brand, that connectivity. So who are

you trying to connect with and how to get them to connect you. So there's 12 brand archetypes and this was coined by Carl Jung In early 20th century and these brand archetypes or personality archetypes are the magician, the lover, the every man. There's 12 of them and these personality types are things that you recognise instinctively, you know things about people, in the same way that you've got the psychology of colours, you've also got the psychology based around people who teach, who love to teach, the caregiver who just loves to care and to do everything for people, so I developed this quiz. You take a bunch of questions, takes about five minutes and people get to the end and it will say you are the caregiver, you love to serve, you know, you love to help people, it's in your DNA to be that person. And then once they've got this information, they've given their email just to get it, which for me then goes into a funnel. And the caregiver then will receive five emails, specifically about being the caregiver, this is your type of brand voice, these are the types of colours you should be using. These are the types of fonts you should be using. These are other brands in this sort of genre to give people an understanding of, oh, okay, so I can embrace my personality, I can capitalise on that.

Steven Bruce

I'm going to hurry you because this is a short show. And we're going to run out of time very soon. And we've talked at length about issues off the subject, perhaps of the branding. The reason I liked the idea of your survey is first of all, people love to do personality surveys or quizzes, yeah. And you know, find out what sort of person you are. And it just struck me, again, this is again off the topic of what you came in to talk about, but I as an osteopath, or as a chiropractor, could have a similar quiz. And it could just be the personality quiz. But it could be, which part of your body bothers you most or something like, I'm gonna think a lot of injuries and so on. And people fill in this thing. And as a result of this, they get an answer back about the best sort of treatment for them. But the key issue is that having done that, you, the businessperson, the clinic owner have got the email address, and you can send them messages to help them with their pain, which is reinforcing your presence, it's establishing your credibility, and without being the least bit pushy, you can then offer people your services if they want them. And before anyone asks me, there is no problem with GDPR on this because you have that, it's not the long as the GDPR, I've forgotten the term it is but because they've asked for information about a particular thing, you can continue to send them as long as they don't say stop.

Trudie Avery

As long as it's in that same vein. So you know, they've asked you about back problems, you continue to send them information about back problems.

Steven Bruce

I've got some more questions here. Or somebody sent in a, we were talking about email addresses earlier on, someone says that a lot of people use hello@ instead of info@ and that is quite a friendly one.

Trudie Avery

I've got a hello@logolady.com

Steven Bruce

Robin says, why would we want to hide the fact that we're a sole practitioner, if I mentioned if we use a personal name or a mobile phone number. And I think there are pros and cons in that.

Trudie Avery

Exactly. You don't need to necessarily, I don't think the perception of the guy on the street is, he might think actually, I want to work with an individual, because he might perceive it as being more value. You know, if I go into this clinic, I get to work with you. And you know, you're gonna understand me, you're gonna know me and every time I come back, I get to work with you rather than going into a bigger organisation or working with this person, this person and this person.

Steven Bruce

I think I made the point that it's much more acceptable to use a mobile phone number now than it used to be. It used to be the case that it looks very unprofessional if it was a mobile rather than a landline. But I don't know we haven't even got landlines in my clinic anymore. We've got VoIP phones, which look like landlines. But people don't mind using mobiles, do they? And I agree, you know, if it says Robin@clinicname.co.uk I think patients will potentially really like that. Especially if you are a sole practitioner, if there are lots of practitioners then you either need one for everybody or you need something a little bit more generic which is friendly. Vlad is going back in again, Justin, put my logo back up again, especially the old one, because Vlad has offered his own commentary on my logo. He says it makes us look like a bunch of tree surgeons, maybe he means the new one, so bring the new one up there.

Trudie Avery

You can never control who's going to think what.

Steven Bruce

I guess we're not gonna be treating Vlad any time soon. That's a really interesting observation.

Trudie Avery

People have the most unusual, no, they have their unique perspective on things. And you know, maybe he's seen a logo from a tree surgeon that maybe looks a little bit like that. And now that's embedded in his subconscious. So but the thing is, your logo isn't going to work just by itself, you know, potentially it's going to be part of your social media and you're going to be talking about back problems. So your logo doesn't have to say everything about you, it needs to create a flavour, personality is a perception of something that is you.

Steven Bruce

Yeah.

Trudie Avery

I don't think it was necessarily a tree surgeon's logo.

Steven Bruce

No, possibly Vlad said that slightly tongue in cheek. Somebody who's being called by the machine Truth Always Matters says that a survey will be biased, because everybody out there likes and respects APM. So they want us to stay the same. Because that wasn't the APM logo. It was the clinic logo. So maybe I'll get honest answers about that. I'm not going to send it to Vlad, though, because I know what he says.

Kim says, I think you should put the name of the company, for example, APM before the name of the person sending the email, the email can be missed because you don't recognise the first name. Taking you down the email path quite a lot here, aren't we?

Trudie Avery

Oh, depends who you're sending it to. Are you sending it to somebody who knows you or you're just sending it out to somebody who doesn't know who you are anyway?

Steven Bruce

Even so, it's still not info@. Which is, that sounds like a railway timetable. If it were ashgrove.co.uk, maybe that will be attractive? I don't know. Of course, the problem is a lot of emails are going to people's junk boxes these days, isn't it, which is why we've developed an app. So you know, if people have our app, but they don't get very much, you know, they're not bothered by loads and loads of updates. But they get told when these broadcasts are happening. And they can go on to the app, and they can see everything on there that's on the website. And I don't know, do you deal with apps as well?

Trudie Avery

I don't create apps.

Steven Bruce

But you presumably do the branding, will be similar to the website.

Trudie Avery

I set up my business because my previous business went into a much more technical app building kind of thing. And for me, I'm like a stick of rock with design all the way through it.

Steven Bruce

There's a design question, Lucy says, is black a good colour to use.

Trudie Avery

Black generally represents luxury. It can also represent death. If you're an undertaker, it's a great colour, but also if you're a very sophisticated high-end kind of brand. Or you might say, well, my logo is quite clean, is quite simple and straightforward. And it's just written in black. But then when you're talking about your brand, that opens you up to a brand colour palette. So I would recommend in your brand colour palette that you might have three to five brand colours, you have one or two, maybe three main colours. And these are the whole, I've got long blonde hair, not black, curly hair things. So this is your main colours that people recognise from you again and again, again, but as I say, it doesn't need to be just one colour. It's generally 1, 2, 3 colours. So it might be black is the writing of your logo. But there are other colours in your brand colour palette.

Steven Bruce

You promised us some free resources. And we've got a couple of minutes left for you to tell us what those free resources are, Trudie.

Trudie Avery

Okay, so we've already mentioned my personality quiz. So if you go to www.dot.logolady.com/personality-quiz. Definitely worth checking out.

Steven Bruce

I tell you what, we'll share that link with people, if Justin hasn't got it up on the screen already. It's on the screen already, Justin's way ahead.

Trudie Avery

And there's the colour quiz along the same vein which we can supply links to as well, which I think it's just the www.logolady.com/colour-quiz. And if you want to link up with me on LinkedIn, Trudie-Avery, I literally talk about branding all the time.

Steven Bruce

Trudie with an I E.

Trudie Avery

Yes, Trudie with an I E. I give away so much information and helpful hints and tips about everything to do with branding. So definitely worth a follow. If you want to find me on LinkedIn. LinkedIn is where I mainly hang out. I do have Facebook groups as well. But I love LinkedIn.

Steven Bruce

Well, we could have a separate conversation about that, couldn't we? And before we went on air I said to you, LinkedIn is really good if you're a business to business organisation because for us business to consumer, it's probably a little bit too formal, Facebook probably works better. But yeah, so Trudie with an IE, hyphen Avery on LinkedIn. And would people get enough information from there to be able to have a stab at designing their own logos and websites?

Trudie Avery

I also have a course how to design a logo which you can find on my website, logolady.com. And go and check out my course how to design your logo and that goes into everything that we've just been talking about in terms of colours and colour psychology and fonts and what the fonts mean and shapes and what the shapes mean. Like I said, the circle, squares.

Steven Bruce

It's a whole science, which fonts work together.

Trudie Avery

Yep, and it goes into a lot about who your target market is and what your values are. Because the thing about designing a logo, lots of people just jump straight into oh, that looks nice. I'm gonna choose that colour because it's my favourite colour. I'm gonna put that on there because I like it. But you really need to focus on, in the first instance, how do you want to make people feel, what is it about you? So in the course, it's a lot about your values, your knowledge, your experience and your perfect kind of customer. It's all about the psychology and working out what would make a good logo for you as well. So yeah.

Steven Bruce

Becky and I this is my Becky from APM has just taken your personality quiz and her brand's archetype is the innocent.

Trudie Avery

Oh, how lovely.

Steven Bruce

I've got little smiley faces with a halo on the message next. Trudie, it's been great fun. Thank you, and really informative. And I know of course, this is a lot of people in my line of work will probably already have their stuff and they're happy with it. But then also, there's lots of people who are spending a lot of time and wasting a lot of effort and stress worrying about how they brand their businesses. And I hope, seriously hope, they'll make use of the resources that you've made available or come to you and ask you to do it for them. But of course, this isn't a sales pitch. This is how to help people do their own things, giving them the resources they need, if that proves too time consuming or difficult. So thank you very much. Well, that's it for this lunchtime. I hope you found it interesting and useful as I did. We've had just under 300 people watching this afternoon. So it's clearly a popular topic. But a quick look ahead before I sign off. Next week, Monday, I've got Pippa Cossens in the studio for another lunchtime session. This one's all about managing chronic pain. Now you might not know Pippa, but she's a very experienced osteopath with a special interest in fibromyalgia, amongst other things. She's also a sirpur practitioner, and she's going to be sharing a really useful pain management resource with us. Then on Wednesday evening, so two days later, I've got a chiropractor Mike Marinus in the studio again for an evening show on the treatment of unsettled babies, always a popular and controversial topic, the treatment of babies. The week afterwards, Wednesday, the 12th, another of our lunchtime case-based discussions for you. And of course, there's lots more in the pipeline. If you want to find out more about those, check out the calendar page on the website, or the APM logo, logo, check out the APM app for the details. And remember, you can tell us what you'd like to learn about as well. I had an excellent idea sent in this morning, somebody emailed me, one of our members and said he wanted to learn about the treatment of herniated lumbar discs in patients with sciatica, and my team are already on that one, we're looking for speakers that you know, have the credibility and expertise to help us out with that. And if you've got a topic that you're interested in or if you know of a speaker who would go down well, we just let us know. Email me or Ana and we'll do our best to arrange it for you because this is all about helping you out, making your life easier. But that's it for today. Hope you enjoyed it. Hope it was interesting. Good afternoon. And thank you again.