

# Brand Your Worth

Personal & product branding, and negotiating without undervaluing your craft

For Tanzanian creatives & product owners

ERIC MKOMOYE · 0717543251/Emkomoya@gmail.com · IG : EricMkomoya

# Welcome What We'll Walk Away With



See clearly **why creatives undervalue themselves** and stop doing it without noticing



Build a **personal and product brand** that justifies a confident price



Price your work with a **simple cost-plus formula** you can reuse for anything you sell



Practice real **negotiation phrases** so you don't freeze when a client says "Punguza Bei"

# 01

## Brand Is Not Just a Logo

Why your name and your product's reputation are the real price tag



BEFORE WE TALK BRAND ONE QUESTION

**“If I remove your logo, your Instagram name, your business name and your job title what is left that makes people remember you?”**

Nikiondoa logo, jina la Instagram, jina la biashara na cheo chako nini kinabaki kinachokufanya ukumbukwe?

**Write 3 words on your sticky note. Would your last client use the same 3 words about you?**

# What a Brand Really Is

**01**

## Identity

What you show: name, logo, colours, packaging, photos, how you dress and speak.



**02**

## Experience

What they go through: replies, delivery, quality, and how you treat them after payment.



**03**

## Perception

What they think, feel and say about you when you're not in the room.



**04**

## Price

What they're willing to pay. Strong perception = fewer “punguza bei” moments.

**YOU CONTROL THE FIRST TWO. THE LAST TWO ARE THE RESULT.**

**Your brand is not what you say you are. It is what people consistently experience and remember about you.**

# Two Brands, One Business



## YOU Personal Brand

Your reputation, your story, your relationships how people come to trust you before they even see your work.



## Product / Service Brand

Quality, consistency, packaging and presentation — the experience of buying from you, every time.

**Together, they decide what someone is willing to pay before you ever say a number.**

# Be Known For Something Specific

| Instead of saying...            | Become known for...                                                          |
|---------------------------------|------------------------------------------------------------------------------|
| "I'm a graphic designer."       | "I'm a brand designer who helps Tanzanian SMEs look premium."                |
| "I'm a photographer."           | "I create cinematic brand photography for fashion and lifestyle businesses." |
| "Nauza nguo." (I sell clothes.) | "I build streetwear culture through locally curated fashion."                |
| "I bake cakes."                 | "I design wedding cakes that become the centrepiece of every photo."         |

**Ask yourself: when people hear my name, what ONE thing should come to mind and what do I want to be known for 3 years from now?**

YOUR TURN — WRITE YOUR POSITIONING STATEMENT (3 MIN)

**“Nawasaidia [NANI] kupata [MATOKEO] kupitia [NINACHOFANYA].”**

I help [WHO] achieve [WHAT RESULT] through [WHAT I DO] — unlike [THE USUAL ALTERNATIVE].

**Mfano: “Nawasaidia wamiliki wa maduka madogo Dar kuvutia wateja wa hadhi ya juu kupitia picha za bidhaa za kitaalamu.”**

Example: I help small Dar shop owners attract premium customers through professional product photography unlike quick phone snaps.

Write it on your sticky note → read it to your neighbour → neighbour answers: “Would I pay more after hearing that?”

# Four Pillars of a Brand People Trust



## Story

Why you make what you make  
people pay more for a story they  
can retell.



## Consistency

Same quality, same packaging,  
same tone every single time, no  
exceptions.



## Proof

Photos of real work, testimonials,  
before/after not just claims.



## Visibility

Instagram, TikTok, WhatsApp  
Business catalogue, word of mouth  
being findable and worth looking  
at.

# Claim vs. Proof

## CLAIM

**“Mimi ni mpiga picha bora Dar.”**

“I’m the best photographer in Dar.” Everyone says it, nobody can check it, and it gives the client no reason to pay more.

## PROOF

**“Nimepiga picha za brand Zaidi ya 40 Tanzania.”**

“I’ve photographed 40 brands across Tanzania here are six.” Backed by portfolio, testimonials, client logos, before/after and results.

**Don't tell people you're good. Give them evidence then your price explains itself.**

# Amina's Kitenge Bags

## Before

Plain tote bags at **TZS 8,000**, priced to match Kariakoo wholesalers. No consistent name. Sold only when neighbours happened to ask.

## After

Renamed the line "Amina Totes," added a handwritten fabric story card, posted consistently on Instagram and WhatsApp status. New price: **TZS 22,000**.

Same skill, same hands but a name, a story and consistent visibility let her charge nearly 3× more, to buyers who now ask for her by name.

# Quick Brand Self-Audit

Score yourself honestly: 1 = not at all · 5 = absolutely

THEN CIRCLE YOUR LOWEST SCORE — THAT IS YOUR FIRST BRAND PROJECT

| Ask yourself                                                                             | Score 1–5 |
|------------------------------------------------------------------------------------------|-----------|
| <b>Positioning</b> — Is it instantly clear what I do and who I serve?                    | ___ / 5   |
| <b>Differentiation</b> — Can I say in one sentence why someone should choose me?         | ___ / 5   |
| <b>Visual identity</b> — Do I look recognisable and consistent on every platform?        | ___ / 5   |
| <b>Proof</b> — Do I have photos, testimonials or results to show — not just claims?      | ___ / 5   |
| <b>Consistency</b> — Is my quality, packaging and tone the same every single time?       | ___ / 5   |
| <b>Experience</b> — Does buying from me feel as good as my page promises?                | ___ / 5   |
| <b>Visibility</b> — Can a stranger find me easily — Instagram, TikTok, WhatsApp, Google? | ___ / 5   |
| <b>Trust</b> — Would a stranger feel safe sending me a 50% deposit?                      | ___ / 5   |

# 02

## Price With Confidence

You can't negotiate a price you never actually calculated



**"Fikiria bidhaa au huduma ya mwisho uliyouza."**

Think about the last product or service you sold.

**"Je, ulijisikia uliridhika na bei uliyopata au ulipunguza bei ili tu mteja asikukatae?"**

Did you feel satisfied with the price you got — or did you lower it just so the client wouldn't walk away?

**60 seconds silent thought, then 60 seconds — share with the person next to you**

# Why Creatives in Tanzania Undervalue Themselves

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⚠ Comparing to the informal market pricing against mitumba-style competitors instead of your own cost and skill

⚠ Fear of losing the client saying yes to any price rather than risking a 'hapana'

⚠ No real costing pricing *kwa hisia* (by feeling) instead of by numbers

⚠ Confusing generosity with strategy constant free samples and free work marketed as 'kujijenga'

# The Real Cost of Underpricing

A tailor's true cost to make one kitenge dress fabric, thread, labour, machine time, overhead is **TZS 65,000**.

She sells it for **TZS 45,000** "to keep the client happy."

Loss per dress: **TZS 20,000**

**20 dresses a month → TZS 400,000 lost every month — money that never appears as a "loss" because it was never counted in the first place.**

# Know Your Numbers: The Cost-Plus Formula

$$\text{Materials} + \text{Labour} + \text{Overhead} + \text{Profit Margin} = \text{Your Price}$$

## WORKED EXAMPLE — HALF-DAY EVENT PHOTOGRAPHY

| Item                          | TZS       |
|-------------------------------|-----------|
| Transport & logistics         | 15,000    |
| Assistant fee                 | 20,000    |
| Editing time allocation       | 5,000     |
| Your time — 7 hrs @ 15,000/hr | 105,000   |
| Overhead — gear, data, phone  | 20,000    |
| Total cost                    | 165,000   |
| Profit margin (30%)           | 49,500    |
| Your price                    | ≈ 215,000 |

# Price the Value, Not Just the Cost

## COMMODITY PRICING

### **A logo TZS 20,000**

Matches the cheapest freelancer online. A race to the bottom, decided by whoever is most desperate that week.

## VALUE PRICING

### **Complete Brand Starter Kit TZS 250,000**

Logo + brand guide + 5 social templates. Same core skill — packaged and explained differently.

**The work didn't get 12× harder. The client's understanding of what they're buying did.**

# Pricing Traps to Avoid

⚠️ “Bei Rafiki” friend and family discounts that quietly become your default price for everyone

⚠️ Matching the cheapest competitor's price instead of your own cost-plus number

⚠️ “Free sample” — work that never actually converts into paid work

⚠️ Accepting “*nitakulipa baadaye*” (I'll pay you later) without a written agreement or deposit

# 03

## Negotiate Without Undervaluing

The practical scripts for the moment someone says “Punguza bei”

## REFRAME

**"A negotiation is not a fight over your worth. It's a conversation about scope, terms and fit."**

Your job is not to defend a number. Your job is to make the value visible.

# Know Your BATNA Your Walk-Away Point

 **BATNA = Best Alternative To a Negotiate Agreement.** The price and terms you'll accept below which you simply say no.

If you know another client is waiting this week, a lowball offer today doesn't scare you you have somewhere else to go.

**Before every negotiation, write your walk-away price on paper. If they can't meet it, you already know your answer.**

# The 4-Step Negotiation Framework

**01**

## **Anchor**

State your fair price first don't wait to be asked.



**02**

## **Listen**

Understand their real budget or constraint without reacting.



**03**

## **Justify with Value**

Explain what's included don't just defend the number.



**04**

## **Offer Alternatives**

Trim scope or terms instead of cutting your worth.

## Phrase Bank Instead of "Sawa, Nitapunguza"

| Client says                                  | Instead of (weak)               | Say this (value-holding)                                                                                                                                 |
|----------------------------------------------|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| "Bei ni kubwa sana, punguza kidogo"          | "Sawa, nitakupunguzia"          | "Bei hii inajumuisha X, Y, Z. Tuangalie ni sehemu gani tunaweza kupunguza, si bei yenyewe."                                                              |
| "Mwingine ananifanyia bei ndogo zaidi"       | "Sawa, nitalingana na bei yake" | "Kila mfanyakazi ana thamani yake. Bei yangu inajumuisha ubora na uzoefu ninaoleta."                                                                     |
| "Nifanyie bure, nitakutangazia kwa marafiki" | Accepting the free work         | "Ninashukuru kwa fursa hiyo. Kwa sasa naendelea na huduma za kulipwa, lakini nipo tayari kutoa punguzo kama tutaelewana kutokana na huduma unayohitaji." |

# Handling Tough Client Tactics

| Tactic                                                   | Your move                                                                   |
|----------------------------------------------------------|-----------------------------------------------------------------------------|
| Rush job same deadline pressure, same price expected     | Name a rush fee upfront. Urgency has a cost.                                |
| “Nitakulipa nusu baadaye” with no agreement              | Standard terms: 50% deposit before starting, balance on delivery.           |
| Scope creep “ongeza kidogo tu” after the price is agreed | Treat additions as new: a small, clear add-on fee, stated kindly.           |
| Guilt or relationship pressure “wewe ni rafiki yangu”    | Separate the friendship from the invoice — be warm and still charge fairly. |

## Practice Roleplay in Pairs

1. Pair up with the person next to you.
2. Pick ONE scenario card below.
3. One plays the seller, one plays the client 3 minutes,.

**A**

Client says your photography price is “too expensive” compared to an informal photographer.

**B**

A boutique wants free samples before committing to a bulk order.

**C**

A client wants a rush wedding cake in 2 days, at the same price as a 2-week order.

# Debrief 90 Seconds



What phrase felt natural to say?



What was hard to say out loud?



What will you do differently in your next real negotiation?

# Key Takeaways

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- ✓ Your price reflects your value, not your desperation.
- ✓ Cost-plus is your floor never your opening offer.
- ✓ Negotiate the scope, not your worth.
- ✓ A known BATNA beats pressure, every time.
- ✓ A polite, firm “hapana” protects your business long-term.

# Your Action Plan

- 1** Calculate your true cost-plus price for your top 3 products or services.
- 2** Write and practice 3 value-based responses to your most common price objection.
- 3** Set your personal walk-away price and hold it through your next 5 client conversations.

# Asante · Thank You

Your work has a price. Say it with confidence.

**Maswali? (Questions?)**