<u>Signing Up is FREE!</u> Every week get inspired! Weekly emails promote momentum and discipline throughout your first year of business.

Branding

Why is a brand important?

1.Credibility

Being known and remembered makes you more credible.

2. Memorability.

Be remembered. Customers can't reach out and give you business if they don't remember you. A brand, a tagline, a moment, a colour, a sound, a smell, a feeling, or a taste, that are associated to your brand positively is a good thing to help people remember you.

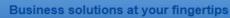
So when should you remember to push your brand?

- -All marketing material from web to print to signage
- -Your invoice, contracts, proposals, and other administrative pieces
- -During networking events, you brand can be on your name tag and you can wear your brand colours
- -Your voicemail or how you answer your phone should be branded
- -Your electronics. If pink is your brand colour, why not have a phone cover this colour?
- -Brand your employees. Don't just give premiums to your customers, give them to employees so that they are branded. Hire based on supporting your brand
- -Your corporate supplies (tape, folders, paper, etc.) can all be branded
- -Basically everything & everywhere!

TIP: Brand every chance you get.

Business Solver Modules:

- Creating a BusinessName
- Credibility
- Increasing Your Price



Starting a small business isn't easy but with business solutions right at your fingertips, you don't have to worry about missing any steps.

