

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, your 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 Business Name
- ❖ Credibility
- ❖ Increasing Your Price

