

# "Your brand image-Create your image to sell YOU well"

## INTRODUCTION

brand examples

### PART ONE:

#### 1) what is branding

*branding is the WHOLE EXPERIENCE of doing business with your company, from seeing your logo on a giant billboard on a highway, to your very user-freindly website,to your receptionist's phone manner, to the way you respond to emails*

#### 2) what is brand

*your brand is your promise to your customer. It tells them what they can expect from your products and services, and it differentiates your product or service from your competitors'.*

#### 3) what is brand image

*brand image is the VISUALS that represent your company.*

### PART TWO: how your brand image impacts your business:

- a) first impressions
- b) differentiating from the competition
- c) presenting yourself as a trustworthy professional/business owner

### PART THREE: creating YOUR brand image: steps

- if you've never given your brand image any thought
- if you don't have a logo, or any particularly identifying "look"
- if you don't know how to start YOUR branding process...

here's 4 tough questions you need to ask yourself. Sit down, get a coffeee...it may take more than one session before you can answer all of these:

***-what's my business about? 3-5WORDS.***

***-what am I selling?? 1 sentence or less***

***-how do I want clients to think of me ??***

***-what industry am I in-and what visual standard is appropriate for it?***

### ***Then you're ready to work with a graphic designer:***

-FIRST: logo or logotype (your logo or logotype is the foundation of your brand image)

-SECOND: invest in the best quality business cards you can afford.

A business card is not the place to skimp!

-THIRD: stationery (if appropriate), letterhead, envelopes. If not, consider a masthead that you can apply to any written communications coming from you, or in your emails.

-FOURTH: website, which should be consistent with your PRINT materials.

### ***FINAL THOUGHTS:***

-designing your brand image means YOU are in the driver's seat. Your brand image should represent you well.

-the branding process is an ONGOING ONE, which should change and evolve as your business does

-your BRAND is derived from who you are, who you want to be-but ultimately it has to be authentic and really has to "be you".