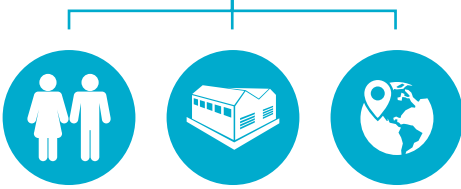


A QUICK ROADMAP FOR BRANDING YOUR BUSINESS

1

TARGET!

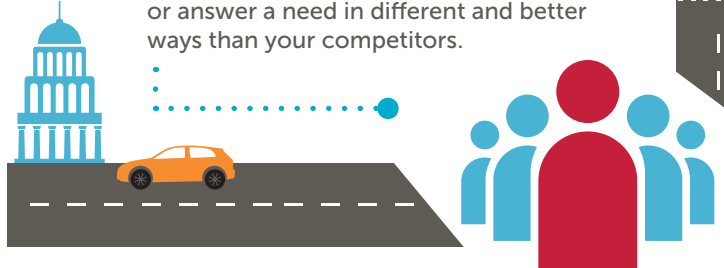
Know the audience you want to reach. The more you understand your customers, the more you can craft a great brand that resonates with them.



2

POSITION!

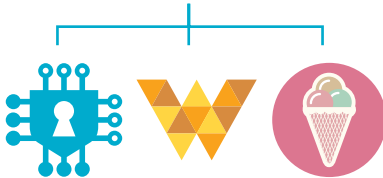
Get comfortable talking about how you can help your customers solve an issue or answer a need in different and better ways than your competitors.



3

DESIGN!

The brand style used in your logo and materials should evoke your brand personality, resonate with your target market, and stay **consistent!**



4

DELIVER!

Aim your marketing at each customer group frequently, using a few great approaches. Don't scatter your efforts.



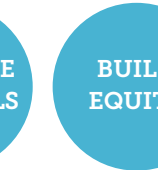
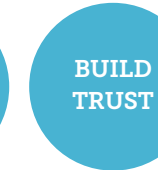
5

RELATE!

Your brand is ultimately the personality, voice, and experience you deliver **consistently** wherever you engage your customers and prospects from social media, to marketing, to sales approaches, to project management.



If you do these five things well and **CONSISTENTLY**, your brand will:



And you will find that you have very passionate brand ambassadors among your customers that help promote your business for you.