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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Creating Brand Awareness

By Amanda Vlahakis

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Your brand is about more than just your business name or logo design, an effective brand tells potential customers what you do and who you are, it is how you are perceived by customers – brands are in the minds of customers and no where else.

Effective branding will give you the edge over your competitors, although most small business owners don't have millions of pounds at their disposal for expensive worldwide branding campaigns, they do have many methods at their disposal to establish a brand and in turn benefit from the perceived 'value' of that brand.

Customers are willing to pay more for the goods and services of 'brand name' companies, and your sales force will have a good base to work from if the customer has heard of your company before, and thus already has an element of in built trust in it.

Having a brand also allows you to introduce new products and services to your target market without having to explain again who you are, and what it is you do – the company will be pre-sold, and it will simply be a matter of selling the new product or service.

Building a brand is not a short-term tactic, rather a strategic building of customer loyalty over an extended period that should stand the test of time.

Have an ethos:

Decide on your core values and what sets you apart from the competition, your values should be based on research of your target market – you should know what your customers want and ensure you deliver it each and every time.

Once you have an ethos ensure that you and your staff reinforce it with everything you do and say, prove to your customers that you can be trusted to stick to your ethos and that they can always rely on your company to provide this particular quality of products and/or service.

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Create a logo:

Your logo design is not your brand, it is just another very important method that should be utilised to underline and reinforce your brand, it is a symbol that enables you to be recognised instantly by those that are familiar with your brand.

The logo design should be used consistently on a variety of media, and should be suitable for all forms of marketing, website, stationary, promotional items, signage, it should always look the same so that it can become synonymous with your brand and instantly recognisable.

Creating An Unconscious Brand

By Rachelle Disbennett–Lee, MCC, MS

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Creating An Unconscious Brand

Branding is a big topic in today's business world. Everywhere we look we can see examples of branding. Just think of companies like McDonald's, Coca Cola, and Toyota. These companies work hard to create and maintain their brand images. Branding is actually somewhat of a recent phenomena in business. It was started back with Proctor and Gamble when they decided to name one of their soaps Ivory. Naming the soap proved to be an excellent idea to the detriment of their other soap products. People stopped buying the generic soaps and began buying Ivory. Because of the success of Ivory, P&G realized the importance of branding and began a branding revolution. Moreover, branding is not just for companies; individuals have their own brands too.

You may not think of yourself as a brand, but you are. Most of us do not work at creating a specific brand like the big name products that we have all come to know and love. But, it doesn't matter. We are creating a brand everyday, consciously or unconsciously. Unfortunately, most of us are creating our brands unconsciously.

Everything we do, say, wear, every expression and even things we don't say and do create a brand. We cannot not communicate our brand because it is part of who we are. We might have a brand as a trustworthy person, or a good friend, or perhaps something not as positive such as someone who is always late. Our brand is communicated everyday by every action we take.

Stop creating an unconscious brand. Your brand is important because it says who you are and what you stand for. It communicates a great deal of information about you and can help or hurt you. Instead of being oblivious to the brand you are creating, begin taking charge of your brand. Your brand lets others know what you stand for, what they can expect from you and what kind of person you are. Make sure it communicates accurately.

Coach Lee is a Certified Master Coach specializing in working with business owners and professionals

in being more profitable and productive while staying sane and balanced. Coach Lee is the publisher of the award winning e-zine, 365 Days of Coaching, because life happens every day. Visit Coach Lee at her websites coachlee.com and 365daysofcoaching.com. True Direction, Inc. Copyright 2003



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