



Make Your Business Stand Out in the Crowd

INCREASE BRAND PRESENCE



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Making Your Business Stand Out

Branding 101

What is Branding?

Ask Yourself These Question

Become the full package.

- Your Dream
- Your Gift
- Your Talent

1.

2.

3.

How do you want your consumer to see you?

Tone and voice have to be reflected in your copy and imagery.

Tone

Voice

What makes your product or service different?

Be You

- Focus on what makes your product or service different
- Brainstorm
- Ask around

When you know who you are targeting what is next?

Establish a TRUE Connection

- Know You
- Like You
- Trust You
- Buy from You

Marketing 101

- Customer service
- Create an experience
- Make them want to come back
- Social media
- Images or Video

Contact Us

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