

**BE STRATEGIC,
BE INTENTIONAL,
BE SUCCESSFUL**

A Business & Marketing Guide for Small Businesses,
Nonprofits and Entrepreneurs or
Anyone Who LOVES Marketing

MICHELLE SMITH

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CHAPTER 3

BRAND

A company's brand is the essence of their company. It's who they are and what makes them special and unique. When most people think about branding the first thing that comes to mind is usually the printed items. Is there a logo? Are the colors in the logo the same colors used in their flyers, ads, website, Facebook pages and signs? Are the fonts they use always the same?

Think about the restaurants and stores you visit. When the holidays come and the hours change, what does the sign on the door look like that tells you their altered hours? Businesses with great branding will have the sign typed using the same fonts and colors they use on their menus or on the signs that tell you what is down each aisle. Some businesses, though, will take a random sheet of paper and handwrite it using whatever writing utensil was closest to them. In extremely bad cases, the writing isn't even legible and the grammar is atrocious. Which set of businesses offers you the best impressions? The ones with great branding, of course. That impression translates into a greater trust for their business and an increased likeliness that you will use their products and services.

As important as the visuals are to a company's brand, branding is more than meets the eye. The words a company uses and the way the company, its staff and volunteers act are all important to its brand as well. These subtle aspects of the brand help people form a connection to the business. A company that helps people bring calm into their lives should use words and photos on their website that are soothing. When the staff is speaking at a networking meeting or with a client, they should speak slowly using calming words and not appear rushed or frantic. All of these things increase the trust in their business by showing that they practice what they preach.

Early in my career, I ran a day camp where I hired 50 college-age staff each summer. They were reminded not to wear their staff shirts while hanging out at a bar after work. It didn't matter to me if they were at a bar. What did matter was that I didn't want to have my camp associated with the bar because bar behavior wasn't part of the camp's brand. I'd also tell them they couldn't be friends with the campers or their parents on Facebook. This was because they were role models for the children and some of the things they did off duty and posted to their pages may not reflect well on the camp's brand.

BRANDING AUDIT

Do you have a logo that clearly identifies your business and makes it stand out?

Yes No If no, list the date by which you want to have a logo by: _____

Do your website, flyers and business card have the same fonts and colors?

Yes No If no, list the date by which you want to have them by: _____

Fonts are: _____

Colors are: _____

Do the words you use in your print pieces and when you're speaking reinforce what you do in your business?

Yes No If no, list the date by which you want to have them by: _____

Words to use: _____

Do your photos represent your company well?

Yes No If no, list the date by which you want to have them by: _____

Photos to use: _____

Does the way you and your team act represent your company well?

Yes No If no, list the date by which you want to have them by: _____

Actions include: _____

List companies whose branding you admire and state why.

List companies whose branding you DON'T admire and state why.
