

SMALL BUSINESS BRANDING

+ DEFINE YOUR MISSION STATEMENT:

Take some time to explore what the core mission of your business is. What are the values and beliefs that are unique to you and your brand?

+ EXPLORE WHO YOU ARE:

What is your brand? Who are you, and what is your story?

+ IDENTIFY YOUR STRENGTHS:

What are the strengths of your brand? What are compelling reasons consumers should prefer your product or service?

+ RESEARCH YOUR TARGET AUDIENCE:

Who are the ideal customers/clients you want to reach with your business or services? What are the demographics of your target audience? What are the different ways you can reach them?

+ KNOW YOUR COMPETITORS:

Identify the competitors in your industry and take some time to explore what makes you unique.

+ DEFINE YOUR BRAND MESSAGING:

Identify your services and be clear on your message. How do you tell people what you do and why you do it?

+ DESIGN YOUR LOOK

How do you represent yourself visually? Does your aesthetic communicate your story and values?

+ BE CONSISTENT

Always make sure your branding is consistent across all of your platforms. This includes your brand assets: logo, color palette, fonts, images, look, and feel, etc.