

## WHAT TO CONSIDER IN BRANDING

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### WHEN CREATING A BRAND CONSIDER:

- What do you believe?
- What is your message?
- What do you represent?
- If you could sum up your brand in one to two words, what would it be?
- How do you want to make people feel?
- How does your business help others?

### STEPS TO FOUNDATIONAL BRANDING:

- Determine your mission, vision, and values, your why
- Determine how your business will operate differently than the competition (solve a problem and enhance what's already there)
- Align your business practices and goals to what you'd like to represent in the world
- Design unique customer experiences (how you greet them, marketing, events)
- Create a consistent design style (logo, website, printing). Try making a logo with an independent emblem for marking.
- Remember to be consistent with your brand EVERYWHERE
- Let your brand extend beyond your products/services

### CRAFTING SOCIAL MEDIA ALIGNED WITH YOUR BRAND:

- Share your brand message on social media in the form of graphics, inspirational quotes, customer experiences, or any other area that is relevant to your business.
- Showcase your daily operations and what you accomplish in your business that is aligned with your brand message
- Every post should be brand driven

# THE MAVEN

## GOOD TO KNOW:

- Don't be afraid to lean into your personal brand, including your culture, experiences, niches, or things that make you uniquely you
- Don't be afraid to bring in family, friends, and community
- Focus on not only building your product or service, focus on building a community
- To check social media handle names, just type in the domain of the social media network, add a forward slash, and type the name in all lowercase to see if a page comes up, or if you can a broken link or "account does not exist" (ie facebook.com/allmaven)
- Watch for suspended accounts
- UPSTO.gov > use the trademark search