

DIY Branding for (Scrappy) Entrepreneurs

The concept of a **brand** extends far beyond just your company logo or website. It should mirror your company's **core values** with every interaction you, your partners, and your employees have with customers and suppliers. Your brand should reflect your customers' experience with your company. In effect, your brand creates and maintains your reputation. It's what people say about you when you've left the room.

Your brand is what you are really selling to your customers—the experience, not only a product or service (for which there may already be many existing providers). A strong brand can make any business stand out from the crowd, particularly in competitive markets.

Every possible contact you have with a customer—or a potential customer—needs to reinforce your brand and your brand values. The following page has a checklist of some of the most important things that need to be considered when building your brand.



Brand Checklist

Check off the things you've already done. Check off the things you can realistically do yourself (with little time or effort involved on your part). Highlight what's left—**that's where you need help.**

- Your **business name...**
 - is original.
 - can clearly indicate the service or product.
- Your **logo...**
 - is original.
 - is recognizable from your competition.
 - reproduces well at both large and small sizes, in color and in b/w.
- You and your employees reflect and can articulate the company's **core values.**
- Your **products or services...**
 - are of the quality and nature that they're advertised.
 - have names that are clear and understandable.
 - reflect your company's core values.
- The **slogans** you use, if any, align with your company's core values.
- The quality and style of your **collateral**, including stationery and business cards, reflects the services/products offered.
- Your product **pricing** reflects the quality of services/products offered.
- Your **packaging**, if any, ...
 - is original.
 - is different from your competition.
- Your company's **social media** accounts reflect your company's core values.
- Where and how you **advertise** speaks to your ideal customer, and reflects the quality of services/products offered.

- The **language** of you and your employees online, on the phone, and in person align with your company's values.
- The **attitudes** of you and your employees online, on the phone, and in person align with your company's core values.
- Your **appearance** and your employees' appearance reflects the quality of services/products offered.
- Your **premises**, if any, look and smell clean, professional, and organized.
- Your customers and potential customers can quickly and easily find what they are looking for on company's **website.**
- Your company written **communication** reflects the quality of services/products offered, and are delivered in a timely manner.
- The **images** used in your social media and on your website are high quality and reflect your company's core values.

The items with circles ○ are the things I can help you with. **Schedule a free call with me** and we can work together to check the rest of the items off your list! www.camiimac.com/ScheduleCami

