



Seven Steps to Build a Brand

Creating a brand is very similar to how a factory creates new things. There are clear steps and processes that occur every step of the way and in the end, you have a finished project to show for all of your hard work. Brand Building follows that same path and can be very rewarding for you and/or your business if approached correctly.

- ⚙️ **Clarity** { Are you confident about who you are/what you stand for/what services you or your business offer? If not, take some time to clarify.
- ⚙️ **Appearance** { Perception is 9/10th of reality. People take everything at face value. Make sure your physical appearance, the things you say, and the promises made are all aligned.
- ⚙️ **Information** { Pick your Top 3 “Unique Selling Points”. Personally, those are your strengths; Business-wise- those are your values. Seamlessly integrate them until they become your “press”.
- ⚙️ **Communication** { Be Concise. Be Clear. Be Truthful. Be Confident. Do a weekly check on emails sent and what your social media look like. Concerned? Change!
- ⚙️ **Marketing** { Word of Mouth; Social Media; Traditional Media. It all matters ...Whether it's about your business or about you personally. Makes sure your image reflects your reality.
- ⚙️ **Uniqueness** { What makes you unique? What skills do you or your business bring into play that makes others' lives easier? Know what that is and make it a focal point of who you are.
- ⚙️ **Community** { Get out and mingle! Community involvement is critical to our personal well-being and volunteering your business is a great way to increase visibility & sales!

Want more strategies? Contact us at: www.thesmarterstrategy.com

