



Business Branding for the Non-Designer: A Simple Guide to Brand Your Business Like a Pro

Chrissy Carpenter

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TAKE CONTROL OF YOUR BRAND

Think you need a large budget and a giant marketing firm to brand your business? **Not so fast.**

This guide breaks branding down into easy-to-understand, easy-to-execute steps, giving non-designers everything they need to create winning brands and successful business marketing. In this book you'll learn:

- **How to create a brand that genuinely represents your business and what you're selling...** *And how to wrap your branding elements into every aspect of your business.*
- **How to conduct market research on a limited budget...** *It is totally possible to do this without breaking the bank!*
- **How to assess your brand and those of your competitors...** *It's time to get to know yourself and the competition.*
- **How to identify, target and market to your business' specific audience...** *Yes, it's REALLY that important. Without defining a target audience you're squelching your chance at ultimate success.*
- **How to name your business and create your mission statement...** *Choosing a name for your business can be a challenge - and fun.*
- **How to build your brand's identity...** *I'll teach you how to create a logo, tagline, and visual elements that will reinforce your brand message and make it memorable.*
- **How to expand your reach...** *I'll show you how to use social media to reach your target audience and get them to engage with your brand.*

Whether you're just getting started, or are looking for a branding refresh, this tutorial offers you straight-forward, organized guidance to tackle your branding with confidence and ease!

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