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

By Chrissy Carpenter

Fresh Dezigns, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. 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...



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