

The term **branding**, or marketing, assigns a visual to a name.

Ex. When you see the Nike swoosh, you think of athletic wear.

Although we don't have the budget that Nike has to do that caliber of branding with our small business, we can apply the same concept to our market and maybe even grow to this level!

Start by figuring out what you want your company to be. Follow these steps to help you think long term.

1. Pick a Name: Make sure your name reflects your company. Often small businesses start out as something cutesy or are named after a product you make (like I did!). This leads to redoing your brand as the trend changes, or as your grow.
2. Open Online Accounts: Write your name and open social media accounts NOW! Note them in the sidebar here until you get constant names for all. Consider adjusting your company name to make the online accounts all match.
3. Start thinking about your brand. What colors, fonts, lighting, style, etc., and logo will you have? You want to make sure you **LOVE** it. *{like, totally love it!!!}* This will help you brand yourself later.

Business Name:

Website:



LinkedIn



Don't have a name yet? Start with these steps and go back to fill in the top here.

Name Ideas

Brief description as to how you see your company in 2 months:

Brief description as to how you see your company in 1 year:

Brief description as to how you see your company in 5 years



Use this and the back to start brain storming some ideas:

*Make a secret board on your Pinterest account. Only can see it, and you can find so many ideas to help you.*

\*Make your name (and social accounts) are easy to remember, say and spell! (if people have trouble finding you, branding becomes more work on your end. And can cost you more money and time.)