

In order to proceed with the branding process you need to layout out who you are.

BUZZ WORDS

1. Create 3-6 buzz words that describe your business or product.

My buzz words...

1.

2.

3.

4.

5.

6.

This world today loves hashtags.

Make some to use that match your buzz words above.

They can be exactly what it says above too. Test them out online

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#

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You are your own brand

**Don't know where to start? Work on page 2 to help define who you are into usable buzz words.*

Branding 101

To brand your company first, you must define who you are and what you want to bring to your clients.

If your BUZZ word list is only at 1-2 now, that is okay. It's a process and won't happen overnight – also, some companies just have 1 or 2.

Answer this for your buzz word(s):

What do you want clients to think of when they see your company?

Put it all together

Now that you've answered all these questions, what is similar?

What are the common words you use?

Do you see a theme? Or any similarities?

Use additional paper and do some 'brain dumping' of all the creative and business things floating around in your head.

Now see what is common on them all.

THESE are your BUZZ words.

****It's a good idea to revisit this once a year and make sure you are on track. As your company grows, so will this list.**

Buzz Words 1.

2.

3.

4.

5.

6.

Stumped? Fill this in to get some creative juices flowing.

Who are you?

What do you do?

What do you sell?

How do you make people feel?

What makes you money?

Now let's dig a little deeper.

What can your business do for your ideal client?

What solution or product do you sell?

What do you do each day for your clients?

What do your clients buy from you?

How do you make people feel?

What will your client get for their money?