

BUILDING A BRAND IDENTITY:

Secrets of
 Successful Branding



This session is perfect for business owners or leaders who want to create a strong brand identity that forges relationships with new audiences before any formal introduction. How do your customers currently sum you up at the first glance? Topics include **establishing target audiences, diversifying your brand, creating your message, delivery and outreach tactics, budget identification** and **developing credibility**.



KNOWLEDGE/ LEARNING TARGETS:

Understanding the value of 3-30-3 messaging, knowing how to target specific audiences with intentional communication, examining how your team aligns with your brand, learning a variety of tactics to deliver and strengthen your brand's voice



APPLICATION/YOU WILL LEAVE WITH:

3-30-3 practice sheet
 Bucket of specified targets
 "Rebranding Bible" workbook

...and much more!



PERFECT FOR:

Chamber of commerce members
 Business leaders/owners
 Entrepreneurs