

How to Create an Effective Brand to Boost Your Business

with Jesica Thompson

Quick Reference Guide

Your **brand** is the emotional set of expectations a consumer has about your business.

Marketing is the art of communicating value. Promoting a sale or product is advertising.

Top 5 Marketing Mistakes:

1. Lemonade Stand Marketing
2. McAdvertising
3. Great & Powerful Oz-vertising
4. The One & Done Campaign
5. Mad Hatter Disorder

5 Tips To Save You Time & Money:

1. Know your unique value
2. Identify your ideal client
3. Create a clear message
4. Market for the long haul
5. Plan, track and evaluate