



## BREWING A BRAND SEMINAR HANDOUT

**Day 1: Brand Your Mind** - Start seeing everything as a branding opportunity

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**Day 2: The Brand Plan** - Have a concise brand plan for your business

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**Day 3: Mission Possible** - Have a mission statement that is brief and actionable

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**Day 4: Passion Power** - Make your company culture your brand foundation

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**Day 5: You who?** - Create your own specific brand image

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**Day 6: Your Logo and More** - Rely on a design professional to craft the perfect logo

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**Day 7: Read and Think** - Stay cutting-edge fresh

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**Day 8: Become a Storyteller** - Great company stories build great brands

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**Day 9: Don't be a Contortionist** - It is hard to command brand position in more than one thing

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**Day 10: Go Brand Crazy** - Brand everything with your signature

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**Day 11: It's All About You** - How you dress, what you drive, and how you act makes your brand

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**Day 12: Brand The Glass** - Take advantage of all business surfaces to scream out your brand

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**Day 13: Music To Their Ears** - Bring your brand to life with music

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**Day 14: Color My World** - Color creates emotion and triggers resonating memories

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**Day 15: Picture That** - Nothing sells like pictures

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**Day 16: You Had Me At Hello** - Give your business a signature hello and goodbye

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**Day 17: A quality Game** - Don't lower prices- raise quality

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**Day 18: Oops!** - A mistake is a branding opportunity

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**Day 19: Stop The Press** - Become your own public relations firm

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**Day 20: Change Work Into Network** - Never eat lunch alone

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