



The Step-By-Step Guide to Build Your Brand: 16 Steps for Creating and Maintaining an Unforgettable Business

Sheralyn Pratt

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If you're looking for straight talk on branding—what it is, what it isn't, and how it's done—this book is for you.

Branding your company takes more than adding a logo. This book walks you through how to:

- * Build a memorable brand identity
- * Create strong messaging that connects with customers
- * Identify and communicate your differentiators
- * Attract customers who share your vision

To create a brand, you need to project a vision and reputation worthy of loyalty. Use the sixteen steps in this book to build your brand, and transform your business into a strong competitor that will attract the target customers you've been searching for.

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