BRANDING COMPASS REPORT

Roses & Posies

Roses & Posies is a flower cart in Portland that helps you show your love for a special person (including yourself).

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What are the elements of a brand?

What is a brand? A brand is the "expectation" a customer has based on what they know of your company. Your brand is formed both by factors that you can control—such as your visuals, your words, and customer service—along with some things that are beyond your control like online reviews or other views created by your customers. You have the ability to create a memorable and compelling brand by focusing on developing a distinct visual style, using messaging that attracts customers and creating experiences for your customers that they love.

Common features of strong brands: When you think about companies with successful branding, they do not all look alike. But, you'll realize that their branding reinforces the feeling of using their product. Apple is slick, Tesla is innovative and The Home Depot is rough but durable. Your goal is to create a recognizable brand image, using visuals and words, to position your product or service exactly how you want to be seen in your client's minds.

Visual brand identity: Creating consistent-looking visuals through your logo, website, business cards, marketing materials and social media channels makes you become memorable and familiar. Remember, we tend to trust and then buy from who we're familiar with.

Voice, words, messaging: Using the right words—written in places like your website and spoken while delivering sales pitches or providing service—is vitally important for prospects and customers to understand your values and how you can help them. Make sure you continue through your Discovery Workbook so you can receive detailed information on the best and worst words to use to attract customers.

Most brands, just like people, are made up of a unique blend of traits. Many business owners are scared to narrow their brand. However, the more you are able to focus on one or two dominant attributes and feelings that you want associated with your brand, the easier it will be for you to develop a distinct brand identity and for prospects to recognize and remember you.

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Roses & Posies's brand traits.

These are your primary brand traits based on your responses.

Your primary visual attribute is richly textured. A richly textured feel is developed by mixing together design elements, colors, patterns, or typography styles. You may also add non-essential elements—such as decorative framing, to your brand identity so that it doesn't look spare. Also, elements from nature such as floral patterns or wood, touches that suggest human interaction including woven fabric, and Handwritten elements help create a highly textured feel. There is often a suggestion of human emotion and connection behind richly textured designs. Take care because too many elements and textures mixed together can look cluttered, busy and unprofessional.

Your secondary visual attribute is human warm. A warm, friendly design means easy to use, approachable and familiar to your clients and customers. Complete a careful review of your website or products to make sure they really are "friendly" to use. Fix anything that is confusing and make it easy to understand. Showcase the human-ness of your brand visually by using handwriting fonts. Images of people and nature help people connect to your brand on an emotional level. Choose colors that feel like they are from nature to remind us of our core human traits. For photography, make sure you use people. Faces, but people in general, quickly add warmth and emotional appeal to your brand. Don't hide behind a corporate brand when trying to portray yourself.

You can go overboard with the idea of human, warm and friendly if you combine too many of these visual ideas. Using a handwritten font with a primitive illustration style could end up making your brand look childish.

To show the combination of richly textured and human/warm you may want to include textural elements that stir memories. For example, wood grains, textured fabric or stone, can help people imagine themselves in a certain place or touching and experiencing elements in a tactile way.

Your third visual attribute is luxury. Luxury implies a sophistication and exclusivity that needs a highly polished and refined design. Luxury also means an attention to detail, and high quality, such as high-end print and packaging materials that almost become keepsakes. This means you may not be able to cut corners with low cost options because they will look cheap. Some luxury brands still using older techniques that remind us of a time when there were less mass-produced low-quality products; so letterpress or engraved printing on 100% cotton paper is an example of something only luxury brands can afford to do. However, there are luxury brands in technology-rich industries such as cars, audio equipment etc. The design of these may be very sleek and modern. Clients looking for a luxury brand are often less concerned about the cost of the product or service but more with showing status. Because they are paying a premium, they expect exceptional customer service

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Brands with similar characteristics

The brands below have similar brand traits as Roses & Posies.

Look at the choices they've made in their design to reflect those traits. Typography, colors, graphics and imagery all work together to bring to mind certain characteristics. They are clues of what to expect from the product or service that they represent. While most of these examples are consumer products, every type of business should develop a brand that expresses their brand traits in a visual way.

Do you think your product or service has similar qualities to these brands? Do you envision your brand having visual traits like these? If not, you may not be using the right words to describe how you want to visualize your brand.

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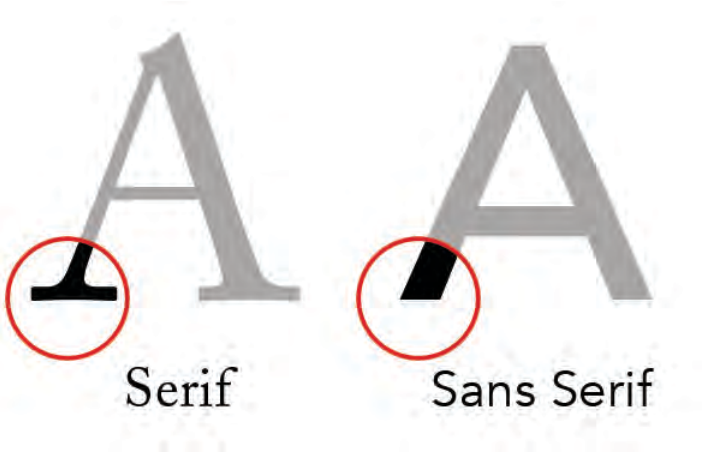
Typography

Typography will probably be part of your logo, but will also be used in headlines and larger paragraphs of type on your website, marketing pieces or if you write longer materials such as proposals. Selecting and using only one or two typefaces is ideal, to create a consistent brand image. But, you can be a bit more creative with a logo type than you would want to be with longer passages, because you don't have to worry about the readability.



Serif typefaces appear more richly textured because they are not simply geometric shapes. But beyond choosing one typeface, the best way to show texture with typography is using a variety of typefaces, styles and weights. But take care, mixing different fonts and faces can be difficult, you may want a professional designer to help you set up some guidelines for you.

You can make your brand feel human, warm by using handwriting fonts. Also, italicized serif typefaces may suggest a bit of this feeling, without being over the top, because they feel a bit like cursive writing. Many script fonts look calligraphic, which definitely evokes a human touch. But script fonts can be difficult to read, most especially with younger audiences who may no longer have studied cursive writing.

Luxury type styles are often associated with high end fashion. In fact some of these are so strong that the typeface becomes very connected to the brand. Serif typefaces with a high-contrast serifs, give a luxury feel used in high end magazines and wedding invitations—think of the masthead of Vogue magazine. There are several well-known luxury brands that use all-capped serif faces included: Rolex, Bulgari and Tiffany. you'll notice these are nearly always set in all caps with wide kerning (space between the letters). Clean, geometric san-serif faces can also be elegant and are used by Chanel and Bang & Olufson. The third type style seen frequently in luxury brands are script typefaces (think Cartier or Harrods). These unique display faces could work for a logotype but are hard to read for larger sections of type. Also, as younger generations are no longer learning cursive, script fonts may be difficult for them to read.

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Recommended Google Fonts

Choose only one or two.

Roses & Posies

Berkshire Swash

Roses & Posies

Julee

Roses & Posies

Leckerli One

Roses & Posies

Mali

Roses & Posies

Oregano

Roses & Posies

Walter Turncoat

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Color

Color is an important part of your brand. Color can have a strong emotional and mental association with people and helps greatly with brand recognition. Color can help communicate your brand without even using words.

We've created sets of colors to help guide you based on your visual attributes.

Richly textured means you might consider a larger color palette. For example, instead of one or two corporate colors think about developing a primary and secondary color palette so that you can expand the number of colors you work with. Or, you may want to work with shades (tints) of colors. Additionally, colors from nature (including human nature) often suggest a complexity and richness to them that works with the idea of richly textured.

Human, warm, friendly colors connect with nature and get inspiration from skin tones, wood, plants and landscape. Avoid colors that look artificial.

Luxury is often portrayed with simple color palettes like black and charcoal gray—elegant, sophisticated hues associated with authority and power. Gold, silver and royal blues and purples are the colors of wealth, success and royalty. A pop of color can really stand out and add a valuable accent.

To make the most of your color options make sure you:

- ☑ Review the palettes and select a primary color. This will usually be used in your logo.
- ☑ The rest of the colors in your palette become secondary colors.
- ☑ As an alternative, you could choose one secondary color from another grouping.
- ☑ Make sure you know the exact color formula for each color (we are providing you with the hex #).

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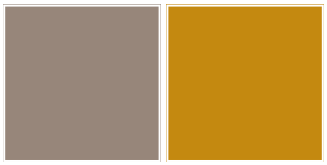
Recommended color palettes

Choose only one group.

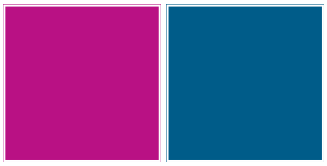
These colors emphasize: richly textured

#98877b #c48a10

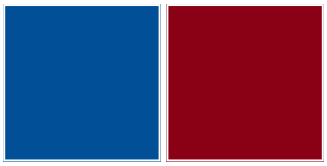


#4f7e45 #96b12a

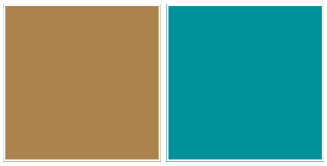
#ba1184 #005c8a



#004f98 #8b0016



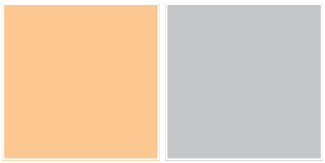
#aa834d #00909b



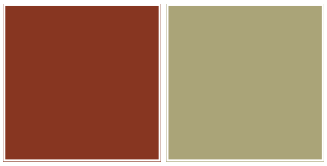
#c8491b #f2a92b

These colors emphasize: human warm

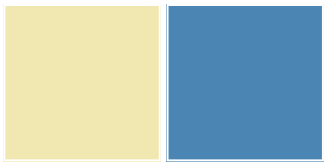
#fdc890 #c4c6c8



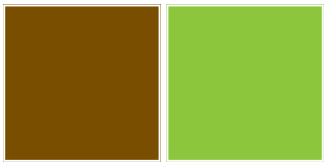
#883622 #aaa578



#f2e7b2 #4c85b4

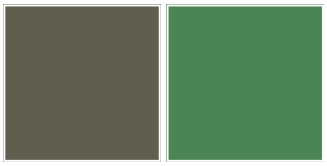


#7a4e00 #8cc63e



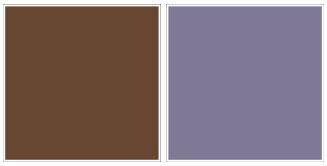
#78a5ba #fdb813

#615f4e #4c8557

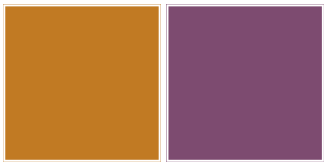


These colors balance all of your traits.

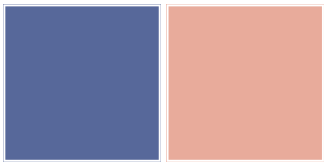
#674832 #807996



#c17b24 #7e4c71



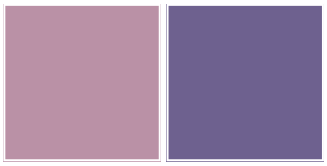
#58689a #e8ac9b



#fcdcce #fdd19d

#e3b6bc #9cb965

#bb91a6 #6f628f



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Design

Developing a look & feel. The visuals you use such as photography, graphic elements and icons help communicate a lot about your brand. Your logo can only do so much for determining the overall look and feel of your visual brand. The imagery and design choices on your website, social media graphics, e-newsletters, packaging, physical space and other promotional materials will be an important part of your designing a unique and cohesive visual identity.

On the next page you will find design inspiration. This collection of images can be thought of as a mood board—a look at all of these should start to convey the feeling of your brand. There may be one or two images that feel out of place and you may find one or more that really resonate with you. Use this as a guide for the type of imagery you could consider and the feel it should have. You may need to find imagery more specific to your niche.

A richly textured feel is developed by adding non-essential elements to your brand identity so that it doesn't look spare. These might include decorative framing, elements from nature such as floral patterns or wood, touches that suggest human interaction including woven fabric, Handwritten elements.

You can work in the human, warm, friendly feeling by using matte or uncoated paper stock, rather than a plastic-feeling coated stock on business cards. People like to feel the texture of paper so make it front and center. Make sure you use people and imagery that feels authentic and emotional. These can be carefully selected stock photos, but real photos of your team or your customers will be better (as long as they are high quality). Using hand-drawn elements will pull the human element into your brand identity.

A luxury feel is created by by using quality imagery and design details. Since so much inspiration comes from fashion, high quality photography and imagery is important, you may need to purchase more expensive stock photos or hire a photographer. Take inspiration from the photoshoots in fashion magazines. A customer who is expecting elegance isn't going to put up with ho-hum stock photos and icons.

In printed materials, you'll want to make sure you're not cutting corners. Business cards printed on thick, uncoated paper will feel solid in someone's hand. Try out embossing or foil stamping techniques. If these are out of your price range, sticking with minimal colors can look simple but appear elegant. With your website, you'll want to translate some of those same design details to the screen.

On the following page is images that capture the feeling your are trying to portray.

- ☑ Review this imagery holistically, and confirm that this gives the right feeling for your brand. The subject matter may not be a perfect fit, but the style of the imagery and the emotion that it conveys is what's important.
- ☑ Choose a small number of visuals that will be used consistently in your branding—on your website, your social media channels, printed marketing materials, etc. While you may get tired of seeing the same images over and over again, you want to build familiarity with your brand, and this happens with repetition.
- ☑ Summarize what you like about the images you choose, so that any new imagery that is used upholds these same brand traits.

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Mood board and design inspiration

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Competition

Compared to your competition, Roses & Posies *is lower cost than your competitors*. Is that clear on your web site or other marketing materials?

Spend some time looking at your competitors and note your differences and similarities.

Remember, every product or service has a competitor. People are doing something now, even if it feels very different. For example, if there's not a service doing the work now, people do it themselves. If there's not a technology solution, people are doing it manually. Think about how prospects are dealing with their situation currently without your business.

- ☑ Look at the thumbnails of the websites on the next page and determine their dominant colors. If several of your competitors are using similar colors, you'll stand out more by doing something very different.
- ☑ Review the design of their logos and the look and feel of their websites including photography and other design elements.
- ☑ Read the content of their web pages to see what benefits they list and compare them to your key differentiators. Is it clear on your own website why Roses & Posies is different and better than the competitors?
- ☑ Make sure that "lower cost" is clearly articulated on your own website, in marketing materials and when you speak to prospects.
- ☑ Could your business name be confused with a name of one of your competitors? If so, that is probably not a good name choice.
- ☑ Can you tell who their ideal customers are? Are you competing for the same customers or are you focused on different markets?

If you entered your competitors websites into your Branding Compass workbook, you can see them on the next page. If you didn't enter them yet, remember that you can go back and edit your workbook.

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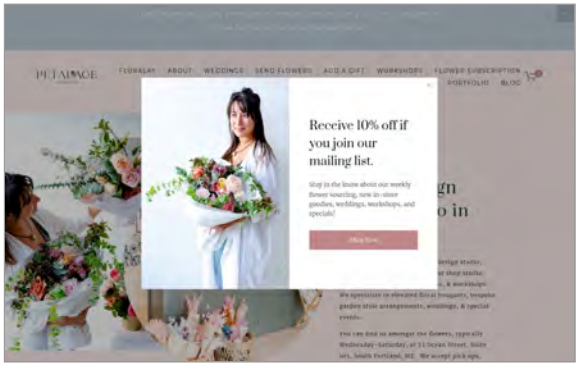
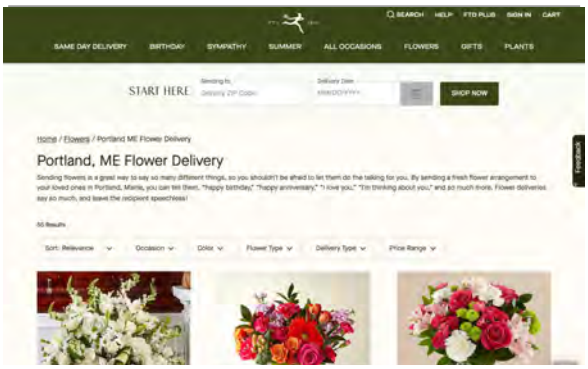
Harmons Floral Company
https://harmonsfloralcompany.com/

Field Floral Studio
https://fieldfloralstudio.com/

Fleur de lis
https://flowersinmaine.com/



Petalage
https://www.petalageflorals.com/



FTD
https://www.ftd.com/maine/portland-flower-delivery?q=&page=1

Snell Family Farm
https://www.snellfamilyfarm.com/design-studio

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Voice

In addition to visual elements like typography, layout, and color, how you talk with your prospects enhances—or detracts—from your brand. What you say and how you say it both matter.

Using your brand's voice

Richly textured can be applied to way you talk and write. Storytelling, using analogies and lots of descriptive phrases all help to create a richly textured voice for your brand. Creating a message using different types of communication styles—for example mixing testimonials with narrative with facts—can create a richly textured style.

However, make sure that the overall feel still feels cohesive and polished. Create some standards for each of the individual writing or speaking styles.

Writing and speaking authentically are the best ways to communicate your warm and humanistic characteristics. Don't hide behind a corporate facade or use too much corporate-speak and jargon. Use stories of real people that capture emotion and people can relate to. Try videos to really connect with your audience and it's OK if they are not highly polished!

Bring this all together as you communicate with your clients via multiple channels. Connect to them in a personal and authentical style. Use storytelling to help customers connect and recognize your brand's to appeal on an emotional level. Create standards internally for the types of stories you share, the language you use, and the look of supporting visuals so there is consistency in your brand image.

- ☑ Are you emphasizing the right words when you talk about your product or service?
- ☑ Use your brand alignment chart to see if you're on track.

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Key Messages

To attract your ideal client, use messages that hook them emotionally and that answer their questions. Based on what you told us about your ideal client, we recommend the following content. These key messages are essential to use on your website. You could also use these ideas in printed brochures, in social media or during the sales process. Messages do not only have to be written—they can be conveyed verbally or in a video, chart or illustration.

Share the benefits of the benefits

Walk them through not only the benefits of using Roses & Posies but also the later benefits that will be gained from those initial benefits. For example, once they overcome physical pain, they'll be able to do the activities they love. Or, after they earn more money, they can enjoy a dream vacation.

Make it simple, limit choices

It's easy to overwhelm people with too many choices. When people get confused, they freeze up! Pick the most commonly purchased items or solutions and package them into easy-to-understand options.

Demonstrate your expertise

Your prospects are looking for guidance from someone who knows more than they do. They want an industry expert. Highlight your experience and results.

Calculate the ROI

Your prospects are afraid of making the wrong decision. Make it clear the value they can expect in return by working with Roses & Posies.

Demonstrate expected results

Make it clear what results your customers can expect. Be clear and highlight the positive and tangible results with statistics or examples.

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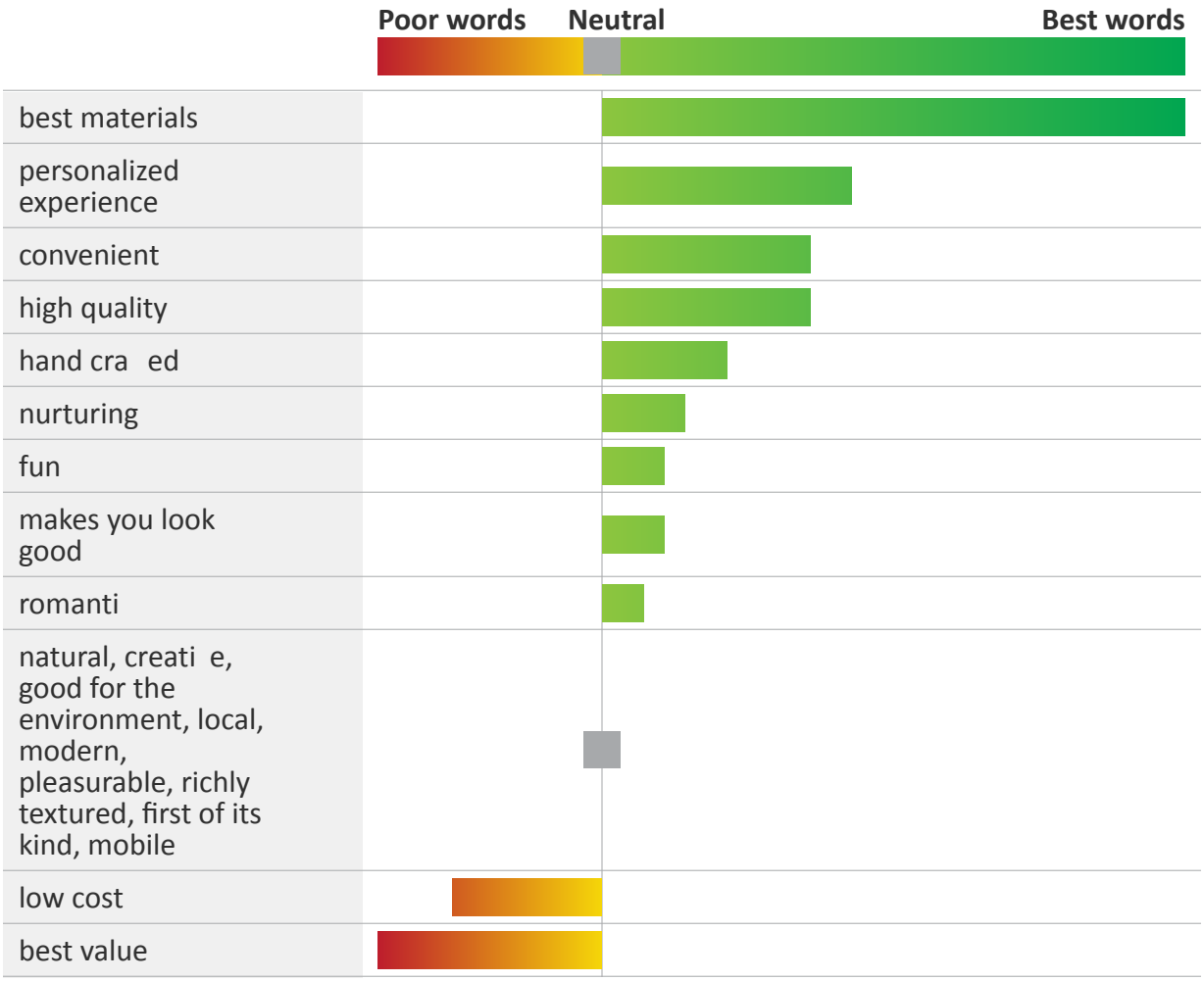

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Fine tune your words and messages

Here's what you wrote:

Roses & Posies is a flower cart in Portland that helps you show your love for a special person (including yourself).

You may find that it will be easier to remember and more interesting if you take the essential elements and phrase it differently. Try:

- ☑ Re-ordering the phrases
- ☑ Splitting it into multiple sentences
- ☑ Streamlining it to its core essence
- ☑ Use it as the basis for your website copy, expanding it with more details about your service or its benefits
- ☑ Writing different versions for different key client types

Use ChatGPT to help with your writing

ChatGPT is an AI (Artificial Intelligence) tool that can assist with your writing. Your Branding Compass report can help you use the tool more effectively by helping you write good prompts. Here are some details to include. Ask ChatGPT to:

- ☑ write for your ideal client.
- ☑ use the tone of your primary brand traits.
- ☑ use the words at the top of your Brand Alignment chart and do not use any words that are flagged in red on your chart.

A great way to get started is to ask ChatGPT to write one of your 'Key Messages' to be used as website copy or a social media post. Make sure that you start by sharing your company name, value proposition and key details of your product or service.

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Highlighting your benefits

Don't forget the emotional connection. When Roses & Posies says it is *creative*, what is the emotional benefit? Do customers feel like they may get a product or solution from you that is totally unique? Are your customers already creative and want assurance you are too, or is this an opportunity for them to explore their creativity and get outside their comfort zone?

When you say your company is *high quality*, what does it mean to your clients emotionally? Do your customers feel like Roses & Posies is well made, high-quality or will last a long time? These all give them a sense of security. Or does being high-quality make them feel proud and that your product or service will add to their status.

How does it make your clients feel when you say your company is *nurturing*? This is an important trait that helps people feel valued and taken care of. Emphasize the true human connection that comes from nurturing.

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Naming

Choose the best name for your business

We hope that the process of completing Branding Compass has shed light on what type of name would best represent your company. Understanding how you want your brand to be perceived by your ideal customers can help you determine what type of name is best for you.

A strong brand name will make all your branding and marketing easier. A poor name will cost you more time and effort in the long run. Take time and find the best name!

Look at your brand traits and your Brand Alignment chart then start by creating lists of words that come to mind as you think about your benefits and your traits.

What is a good name?

- ☑ A name that is distinct and memorable but easy to pronounce and spell.
- ☑ For most companies, a name that suggests what you do is best. If people are confused by your name they may not make the effort to learn more. Made up words can work if they bring to mind what you offer. A strong tagline can be partnered with a more creative name to give more details.
- ☑ A name with the .com URL available, as well as social media handles. Many names are not available with the .com domain. If that is an issue consider adding to your domain with a word that describes your location or type of business. For example: If RedPoppy.com is not available, you could use RedPoppyCafe.com or RedPoppyPortland.com.
- ☑ Shorter names are better than longer ones.

What qualifies as a poor name?

- ☑ A name that is difficult to pronounce or spell.
- ☑ A name that doesn't bring the right perception to someone's mind.

Once you have a name chosen:

- ☑ Register your domain name and any other variations that are close and you may want later.
- ☑ Secure the handles for any social media channels such as Facebook, Twitter, LinkedIn, Pinterest, Instagram, etc.
- ☑ Talk to a trademark attorney about registering the name.

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Marketing

You said that the number one way that prospects will hear about your business is *foot traffic*. If your brand is relying on foot traffic, your signs and window displays set the tone for what happens inside your business. For the design, choose fonts and colors from this report and find something very eye-catching. Dark or bright colors will be highly-readable. Make sure your fonts are large and easy to read. There should be a high contrast between the type and background color.

Considering using more than one type of material to create a sign that is memorable and richly textured. You could combine wood, metal, and three-dimensional elements together.

Your window displays should feel abundant and rich. They should attract the eye of prospects as they walk by enticing them to come inside. Intrigue them by offering things they may want to touch, smell or just learn more about.

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Who is your ideal customer or client?

The ideal clients for Roses & Posies are people who live in Portland who want to celebrate with flowers.

Understanding who is most likely to buy from you allows you to tailor your brand image and marketing to attract these ideal prospects.

Think back to a recent purchase you made when you had to research the best company to serve your needs. Maybe it was a new piece of software you were considering, a summer camp for your kids or a new item of clothing. When you went to the website of the company, if you saw photos of people who looked like you (or who you aspired to be) and you heared about situations that felt like your exact situation, you trusted that the company was ready to serve your needs. You tended to think that their products would help you, and you would be satisfied.

You want your own brand to draw in prospects the same way. Use imagery that reflects your ideal customers. Speak their language with a tone that feels comfortable to them and addresses their unique hopes or challenges. The key elements of your visual—color, design styles and voice—should appeal to them.

When it's time to market your product or service, understanding your ideal client will make your marketing more effective. You want to put your marketing message in front of the right people. When you use social media marketing, digital advertising or direct mail you have the ability to target your ads to just the right demographic. Knowing those demographic details is an important way to focus your marketing efforts.

Your Ideal Customer Profile can help you see whether you are finding the best ones for your business. Some business owners go for years without really understanding who their best customers are. Instead, they just accept whatever client comes to them.

If you already have some customers: -Take note of how your current customers compare to your vision of an 'ideal' customer. -Talk with current customers or have them take a survey to learn more about them. -Go back to your Branding Compass workbook and update your profile as you gather more information about your customers.

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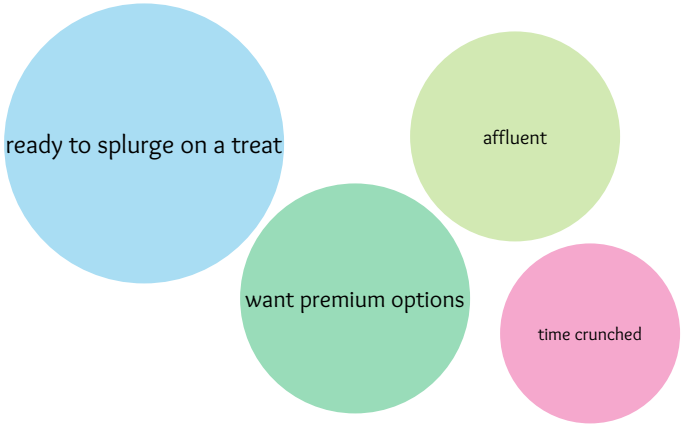
Ideal Clients:

people who live in Portland who want to celebrate with flowers



Gender

Female — Male

Age

0 10 20 30 40 50 60 70+

Location
Portland, Maine

Income or salary
40,000 and up

Hobbies or interests
flowers

Milestone event
birthday, valentine's day, anniversary

Reviews they trust

- Professional colleagues
- Friends
- Expert Recommendations
- Online reviews
- Celebrity Endorsements

Pains, fears, irritations
fear making a poor choice

Hopes, aspirations, goals
to treat themselves, to show their appreciation for someone else, more love, more beauty in their lives, fun, to improve their relationships

Likes
Natural beauty, Home decor

Dislikes
Supermarket flowers, Buying 'things' that are bad for the environment

Values, beliefs or worldview
They believe that flowers make the word more beautiful and they want to bring that beauty into their lives. They want to celebrate with flowers.

Information & Entertainment
HGTV, Queer Eye for the Straight Guy

Other brands they like
Lululemon, Athleta, Whole Foods, Apple

Social Media

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Next Steps

Plan your brand identity

How does branding improve your business?

Investing in a strong brand can help you: attract better customers, charge higher prices, and gain more loyalty from existing customers. When you have recognizable brand visuals and a consistent message and customer experience, people will feel like they can trust you, buy from you and refer others to you.

Consistent and professional branding can have a direct impact on your business. It takes multiple times before a prospect recognizes and trusts your brand enough to buy from you. Some research suggests it takes at least 8 brand touchpoints. For higher-priced products and services it can take even more. And as attention spans are shrinking because we're overloaded with too much information, content and promotions, it can be harder for people to focus on and then remember your business.

Creating a distinct and memorable visual brand helps shorten this cycle. Your messaging should clearly state your value and demonstrate the benefits of your product or service in a way that's easy to understand.

Finalize your visuals

This report gives you options that will help you build your visual brand. All of these are expert-recommended based on what you told us about your business. The next step is to narrow down the choices provided.

- ☑ Choose 1 or 2 fonts and try to only use those fonts.
- ☑ You may want to use one of these fonts in your logo.
- ☑ Choose only 1, 2 or 3 key colors from the color palette options provided. Use them consistently in all marketing materials.
- ☑ Select your favorite images from the mood board. The exact subject matter may not accurately reflect your product or service, but pay attention to the style of the photography or illustration.
- ☑ Share your likes and dislikes with anyone helping you with design or marketing so they know how to select the best visuals.

Ideal Customer Profile

As you learn more about your ideal clients, update the information in your Discovery Workbook and run a new report.

Share your visual, Ideal Customer Profile with anyone who is doing marketing or branding for you so they understand who you are trying to attract.

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Market to your ideal clients When you have a clear picture of who is best for your business, you can begin to tailor your marketing to attract those types of people.

- ☑ Advertise on media and channels that your ideal customers use. And stop wasting time and money on channels that are not relevant.
- ☑ Attend conferences, events and tradeshows where your ideal customers will be, and ignore the rest.
- ☑ Feature photos that represent your ideal customer on your website or in social media

Website

Your website is a very important brand touchpoint because it combines your visual style with your key messages.

- ☑ If you are creating a website make sure it visually creates the right "look and feel" to support your brand.
- ☑ If you already have a website review it to determine if it needs to be adjusted.
- ☑ Make the idea behind your Unique Value Proposition clear on your website.
- ☑ Make sure your website uses language and/or imagery that shows why you are different and better than your competition.
- ☑ If you have photos of people on your website, they should reflect the demographics of your ideal customer.

Logo Design

- ☑ Your logo can never capture every benefit and nuance of your business, but it should give an immediate feeling about your brand that connects with your value proposition.
- ☑ As you go through the logo design process, make sure your logo is distinct from your competitors', and is memorable.
- ☑ If you already have a logo, see if both the concept and the design execution support your brand vision. If not, tweak it or redo it completely. It's better to do this now while you only have a few customers, before you build your business.
- ☑ When you have a final logo use it consistently.
- ☑ Make sure you get the eps files from the logo designer so it can scaled to different sizes and printed in high resolution.

Logos from Branding Compass

If you already purchased a logo during the check-out process, you will answer the following questions in your online Discovery Workbook:

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- ☑ your favorite fonts from the report
- ☑ your favorite colors from the report

If you did not order a logo during the check-out, you can still order one now.

- ☑ Send an email to info@brandingcompass.com to order your logo now.

Marketing

To have a successful marketing campaign you need to put a clear, compelling offer in front of likely buyers.

- ☑ Knowing the best words can make this easier. Refer to the Brand Alignment chart to know which words are best and which words to avoid.
- ☑ All marketing should share a recognizable brand style and design. It's OK to keep using the same colors, fonts and visuals. You may be sick of them, but it takes multiple touchpoints for a prospect to recognize and remember. your brand. Make it easier for them by using uniform and consistent design elements.
- ☑ Focus your marketing where your ideal clients are found. For example, LinkedIn is better for B2B companies, but Facebook and Instagram might be better for consumer products. Don't waste money advertising, posting or sharing content if it's not going to be seen by your best prospects.

Use the right words

The words you use and the tone of your writing and speaking are an important part of your brand.

- ☑ Start by developing your Unique Value Proposition using your online workbook. Remember, you can go back and edit it as often as you like.
- ☑ Consider reordering the phrases.
- ☑ Think about how to make it as short as possible. Can you convey the same idea in ten words or less?
- ☑ Focus on benefits and not features. Look at the pains, fears, hopes and values of your ideal client. Then, look at the Brand Alignment chart to get ideas for words to use to highlight the benefits of your business.

How consistency in branding helps your business

The most effective branding is consistent branding!

Consistent brand building is vital because it helps your brand become memorable, which creates trust between you and your potential customers. Brand consistency creates a recognizable identity for your company or product in your prospects' eyes and helps them distinguish your product from its competitors. There are lots of reasons people don't buy right away. Maybe they're waiting for the right time or want to do more research before deciding what they want to buy. This is where branding comes in – being top of mind when they're finally ready to buy.

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This report can help you:

- ☑ Choose a brand name and use that everywhere including your domain name and social media handles.
- ☑ Use consistent colors, fonts and visuals in everything you do–your website, printed materials, social media posts, etc.
- ☑ Practice saying your UVP so it feels comfortable to you and you can say it easily.

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Keep going!

Let Branding Compass be your resource to help you build your brand. By answering all the questions in your Discovery Workbook you can get recommendations on visuals, and your words and messages. It will also help you write a Unique Value Proposition or headline for your website. And, you can create two visual Ideal Client Profiles.

The easiest way to return to your Discovery Workbook is to use the link emailed to you from info@brandingcompass.com.

Don't forget that the team at Branding Compass can also help you with your logo, website or other branding projects. We offer a wide variety of options from low-cost packages to full-service, award winning design. You can view all of our services at: https://brandingcompass.com/services/

Need help? Just email info@brandingcompass.com or jump on our website and start a chat.

Good luck with your business!

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