

DEFINITION:

brand (brnd)

brand·ed, brand·ing, brands

- a. To mark; to show **ownership**.
- b. To provide with or publicize using a brand **name**.
- c. To **impress firmly**; fix ineradicably.

WHAT'S IN A WORD?

Name 10 'key words' that best describe what you do.

DO YOU HAVE A TAGLINE / SLOGAN?

Coca-Cola:	"Life Begins Here" "Live Positively"
DHL:	"Yellow, The new brown."
FedEx:	"The World On Time"
Martha Stewart:	"Sharing The Good Things Everyday"
Mary Kay:	"Enriching Women's Lives"
Olay:	"You get younger-looking skin"
Oprah OWN:	"It's your life ... own it."
PlanABrand:	"Helping you think your brand through"
UPS:	"What can brown do for you?"

DO YOU OWN YOUR DOMAIN - DO YOU HAVE A WEBSITE?

- ⊙ Is it easy to say; does it slide off your tongue?
- ⊙ Is it memorable to clients and prospective client?

DO YOU ENGAGE IN SOCIAL MEDIA - DO YOU HAVE A SCHEDULE?

- ⊙ Twitter ⊙ Facebook ⊙ LinkedIn ⊙ Blog...