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## why your business needs a brand...

Although the urge for new business ventures to “save money” by putting off creating a logo and marketing materials is tempting, this may be the largest downfall to the business.

These materials define your new brand - and the brand is what you will end up selling to your potential customers. What the branding can do for your business in 10 ways:

- i. **Appear legitimate + well-established** . The lack of a logo and business card gives your customer a sense of being disorganized and lacking vision— this may lead to insufficient trust and confidence in your abilities, and the loss of the sale.
- ii. **Attract customers.** The decision to purchase a product or service is mainly emotional and consumers must connect with this brand to make a decision to become your customer.
- iii. **Reputation.** A professionally designed logo and marketing campaign will show that you are committed to both your business and to your clients.
- iv. **Trust + stability.** An investment in your identity translates into to your consumers being more likely to remain firm and relevant in your industry - this creates trust in the eyes of your potential consumer.
- v. **Internal branding.** As a small business owner, you must also represent + live the brand, along with any employees you may have. You are probably the touchpoint that most customers will interact with and this consistency is internal as well as external.
- vi. **Top of mind.** A recognizable brand/logo keeps your company top of mind/recognizable with consumers. Make sure to keep all materials consistent so when the consumer needs your products/service, they think of you first.
- vii. **Clarity + focus.** If your business is not in a traditional industry, a well-crafted brand and logo creates a touchpoint with customers so you don't always have to explain your role and how it will benefit them. It also will define any niches or focuses your company has.
- viii. **Competitive advantage.** Perhaps your competitor doesn't have a strong brand - but even if they do, your business identity should have a differentiating factor that makes you stand a head above the rest.
- ix. **Commitment.** Expect it from yourself and your customers will too.