



10 Questions for Brand Building

E-Guide for your Business

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What should you ask yourself?

By: Trenisha Webster, MBA



1) A logo is NOT a brand

Your business name, logo, taglines are considered advertising points.

Your brand is the way to connect with your clientele. It's the identity & the perception of the business within a field market. Brands decipher expectations that your customers will have about your products and/or services.

You're probably asking yourself: "Why should I brand my business?" OR "What can branding do for my business?" Identifying your brand & executing a strategy is the most important objectives your business can comply too.

Marketing your business can assist with improving your chances of success. However, branding your business, whether it's a product or service, can elevate your business by surpassing marketing odds. Having a strong, powerful brand gives you the competitive advantage you will need.

2) Powerful brands can:



- Create customer loyalty
- Make you tactful to competitive pricing
- Develop partner strategies
- Increase trial of your new products/services
- More support from trade investors
- Increase in marketing
- Retrieve resources for your business (capital)

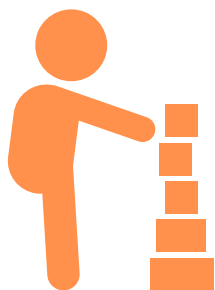


3) 10 Questions to Build your Brand:

Now that you know the importance of a business brand, we will now dive in to how to build a brand. Building a strong brand comes with having an understanding of what your brand stands for & how others will perceive it to be. If you're serious about building your brand, ask yourself these questions:

1. Who are my customers?
2. What type of customers do I want?
3. Who/What's my competition?
4. What are my competitions' brand position?
5. What are my unique selling points? Are they peculiar? Are they relevant to your customers?
6. What are my effective advantages that I deliver to my customers?
7. What kind of personality does my brand have?
8. How does my brand make my customers feel?
9. How does your logo speak your brand? What are my brand colors?
10. What are the emotional advantages that only you will deliver to your customers?

Questions 7 & 10 are the most important to answer for building a valuable, successful brand. When you answer these questions, think about building blocks. Each question answered, stack each block until you have built a strong structure.



Developing your brand identity will be worth the time & work. It's so much more than marketing; it's fundamental. Completed correctly, you will build strong client relations, productive successful marketing campaigns & structured organization.

About the Author



Trenisha Webster is the CEO & Founder of T-Marie Innovations, LLC and author of **Building Business Credit for Small Businesses** as well as several eBooks. Trenisha is very passionate about helping others start their business or change careers. Trenisha serves as a professional for inspired entrepreneurs, careerists, businesses and more providing coaching & consulting services such as business development, marketing, resume designing, tax preparation, notary services, business credit & personal credit services. Throughout her professional career with a Fortune 100 company in the insurance industry, she's obtained substantial experience & exposure in business & professionalism. Trenisha holds a Bachelor of Science degree in Business Management from William Penn University & a Master of Business Administration degree from Purdue University.

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