Starting Your Own Business?

ALEXANDRA JOHN

GIVING YOUR BUSINESS THE RIGHT FACE

10 Tips on building a successful brand

ISBN 978-0-9932701-0-9 (Mobi)
ISBN 978-0-9932701-1-6 (ePub)
ISBN 978-0-9932701-2-3 (PDF)

Copyright © 2014 Meriglobe Women Club Ltd.

All rights reserved. This publication or its part may not be copied or otherwise duplicated without the prior written consent of the publisher. Unauthorized use of this book will be prosecuted.

The information contained in the ebook are descriptive in nature and do not constitute personalized advice or offer.

Website: **www.womenonline.club**

CONTENTS

Introduction

1. Clarify what you want

Do you know what you want?

Products must correspond with the brand

Imitation doesn't pay

2. Create an original logo and slogan

A unique logo is worth a thousand words

Most importantly, make it easy to remember

Put a tiger in your tank

How to properly use a logo and slogan

3. Establish an Internet presence

Even regional companies need a website

How to create a website which will actually increase your business

Blogging: the personal dimension of doing business

4. Use the power of social media

Whatever you post will remain online forever

How to choose the right networks

Be sociable on networks

5. Be yourself

Don't underestimate feedback

Company ethics are important

6. Align everything you do with the brand

Keep it uniform!

7. Take care of your customers

Don't react to problems, prevent them

Praise to ambassadors

Every contact with the customer is important

Listen to what they say

8. Be socially responsible

Poor children on the other side of the world?

How about the ones in the village next door.

Making a purchase and contributing to a good cause.

Share your activities with the public

9. Build a good reputation

A good name is like a magnet

How to maintain an excellent reputation

10. Be flexible

Online and on mobile devices

Things we couldn't have dreamed of a few years ago...

Conclusion