



MAKING A NON-PROFIT MORE PROFESSIONAL

New Online Identity for Fair Oaks Toastmasters

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Your brand is what other people say about you when you're not in the room.

- Jeff Bezos, CEO Amazon

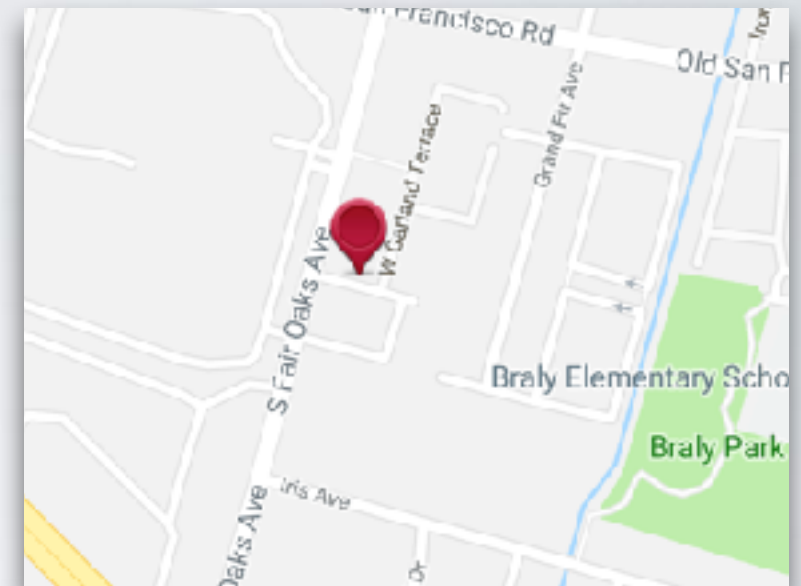
The Good



The Bad

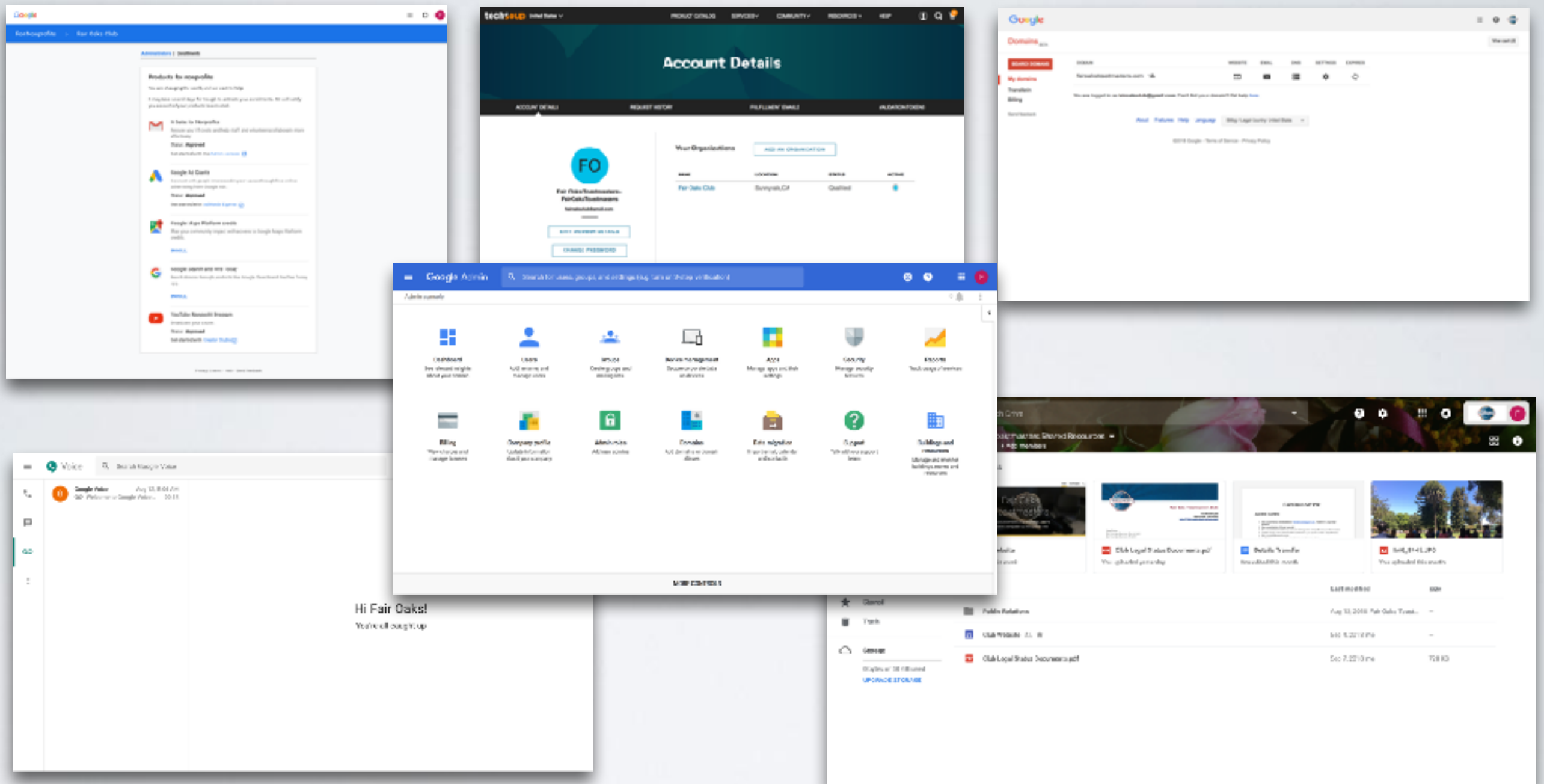


The Ugly



Your premium brand had better be delivering something special, or it's not going to get the business.
- Warren Buffet, CEO, Berkshire Hathway

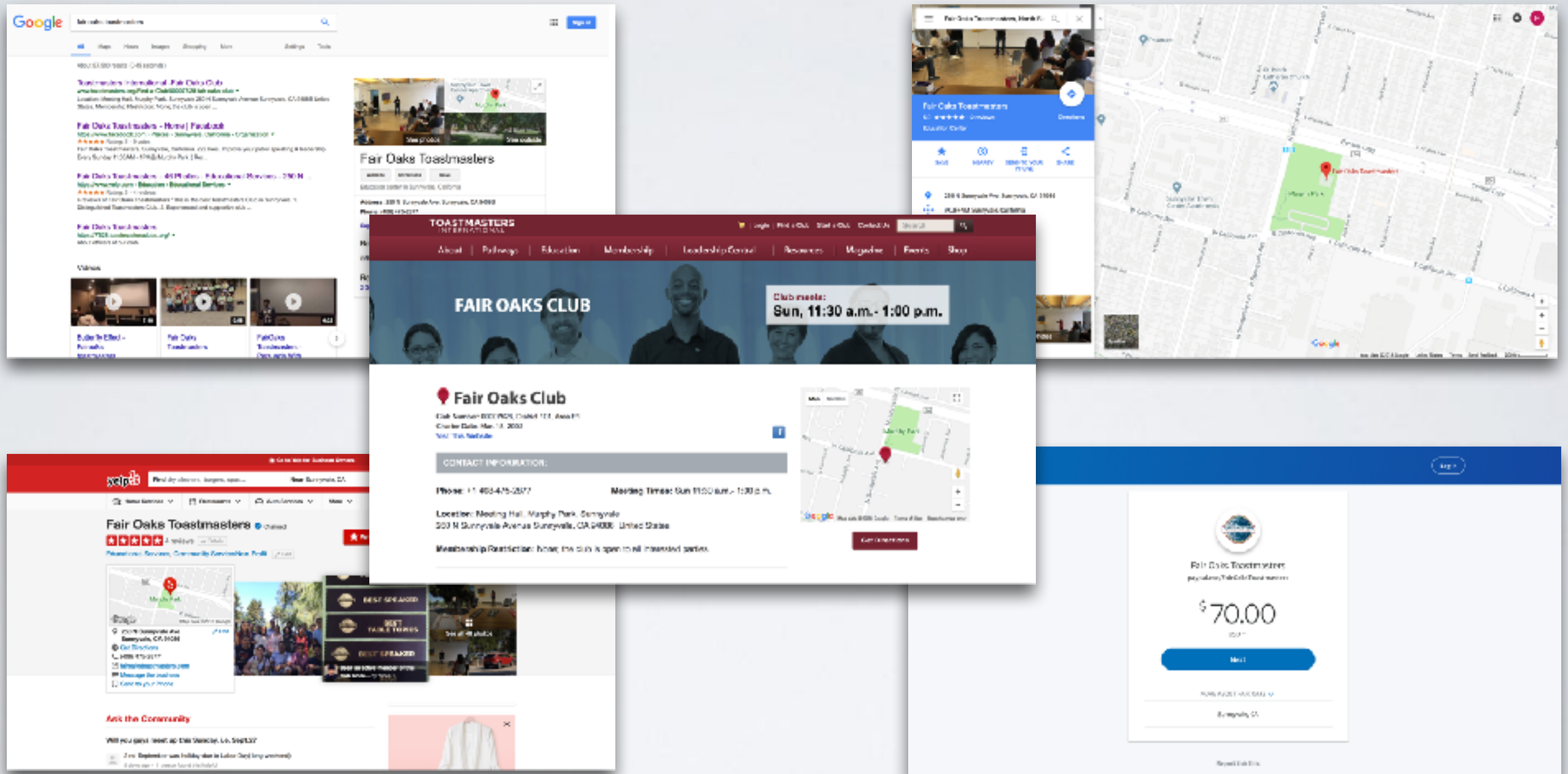
SETTING UP A NEW BRAND



Design is not just what it looks like and feels like. Design is how it works.

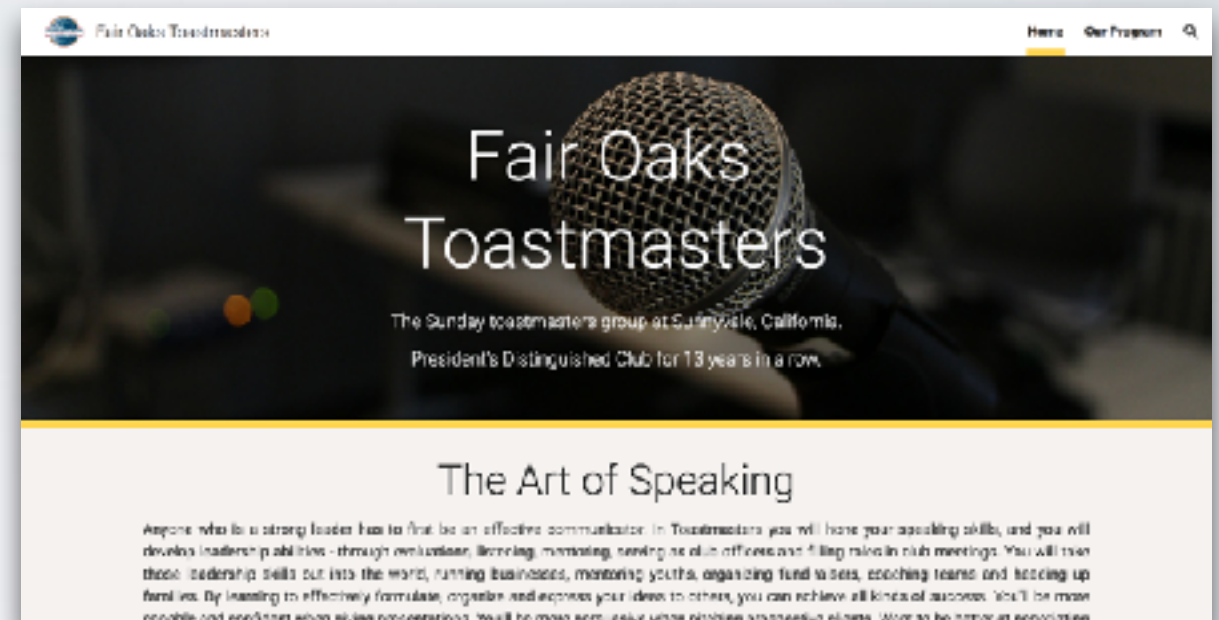
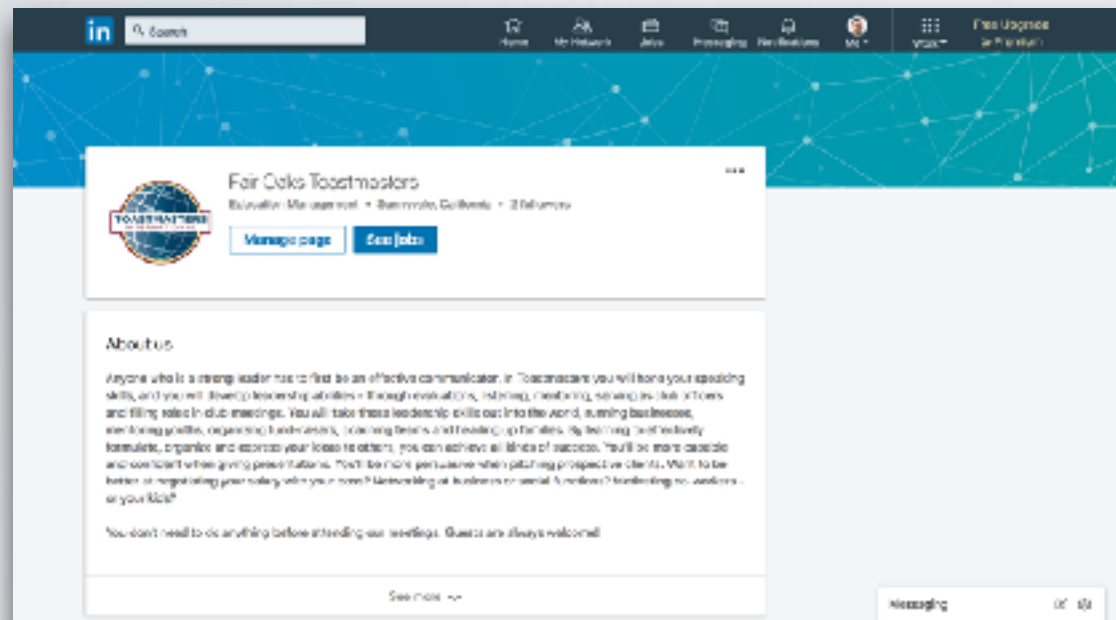
- Steve Jobs, Co-founder Apple

DONE



If your business is not a brand, it is a commodity.
- Donald Trump, President USA

DOING



Make every detail perfect, and limit the number of details to perfect.

- Jack Dorsey, Co-Founder Twitter

TO DO



When people use your brand name as a verb, that is remarkable.

- Meg Whitman , X-CEO HP

NEED HELP



Focus on building the best possible business. If you are great, people will notice and opportunities will appear.

- Mark Cuban , Investor Shark Tank

“Loyalty is not won by being first. It is won by being best.”

—Stefan Persson, Chairman H&M

Thank You