

Business Plan Workbook #11	
Course	Marketing Your Dream
Topics Addressed	How Will People Identify Your Product or Service?

Key Points

Branding

A brand is a marker that allows people to identify your product or service. Because it helps identify your product, it also helps it stand out from the competition. A brand can be a name, a symbol, a phrase, a sign, or a design – in other words, it can be anything that visually represents your business and the things you sell. While a brand is often visual, it could be a sound, a song, or a specific smell.

Branding vs. Positioning

Branding and positioning are equally important. Positioning is highlighting what makes your product or service special. Branding is what lets customers identify your product or service.

What Else Does a Brand Do?

A brand is also a symbol of the promise that you're making to your customers. Your brand tells people they can expect a certain level of quality or value each time they see your product or service. They will come to associate your product or service with the mark that it bears – and they'll use that mark to identify your product or service from the competition.

Developing a Brand

A brand can include a number of different elements, such as:

- Your business name
- Your logo
- A phrase or tagline
- A specific color
- A particular shape or picture

Related Business Plan Questions

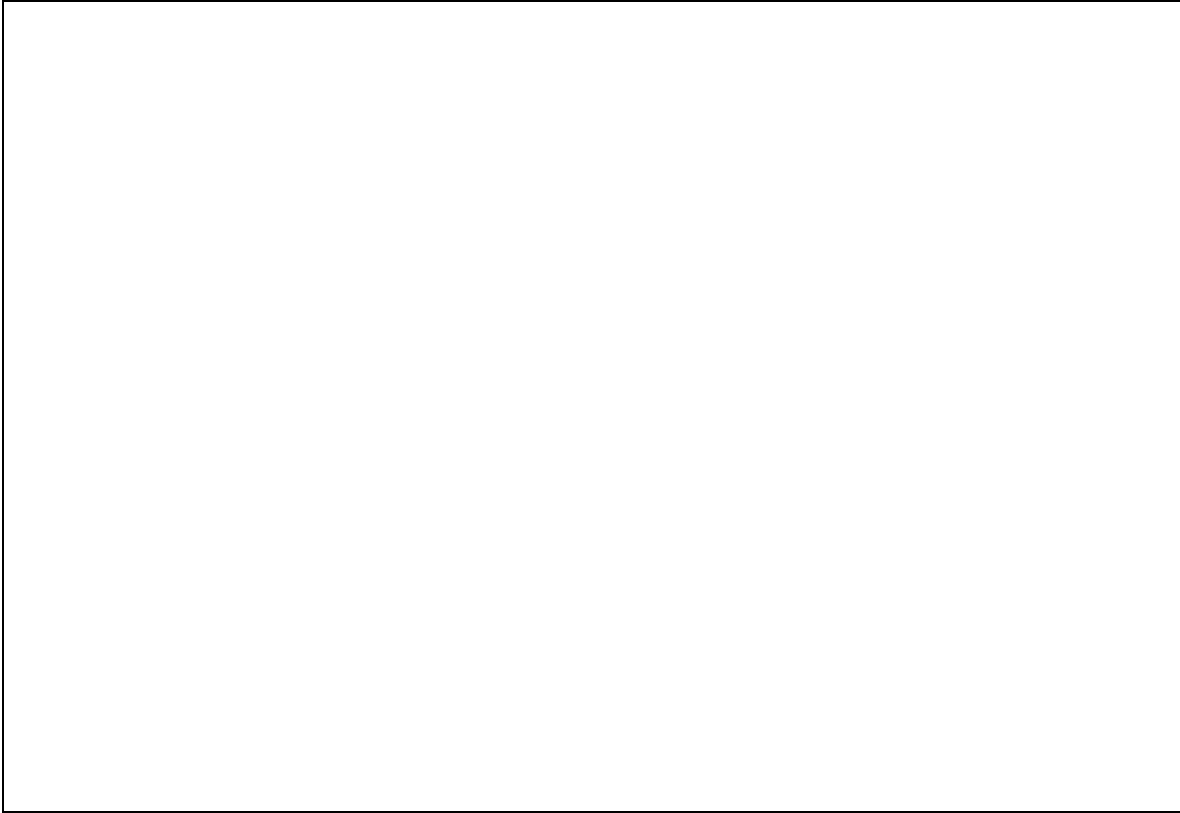
Below, you will see a list of business plan questions related to the topics noted above. If you print this worksheet, you can use the space below each question to write down some initial thoughts and ideas.

When you're ready to start working on your business plan, return to the course, and select "Open My Business Plan".

Q: What type of "personality" does your business have, and how will this personality help differentiate it from others?

Q: How do you want your customers to feel about your brand?

Q: Do you have a logo or a slogan? Describe your logo or slogan.

A large, empty rectangular box with a thin black border, intended for a user to draw or describe a logo or slogan.

Q: If you are producing a product, how do you plan to package it?

Q: How will your packaging reflect your brand, and how will it fit into your marketing effort?