



**THE
BRANDING
PLAN**



YOU CAN NOW CATCH ALL THE SESSIONS ON **YOUTUBE: GROWTH AND GOALS**

“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.”
(Warren Buffett)

MARCH 23



THE BUSINESS PLAN -AVIAO NETWORK

INTRO / STARTING YOUR BUSINESS PLAN +PIANCA FOUNDER-AVIAO NETWORK

Scratch the surface of the business you want to create. How can you turn your passion into a business or side hustle.

APRIL 6



FINANCIAL & TAX LITERACY -TRUTHFUL TAXES

MANAGE YOUR FINANCES & LEARN ABOUT YOUR TAXES +GUEST SPEAKER

How Taxes can help you personally and with your business. Simple budget tips, bank accounts and online finance resources.

APRIL 13



REAL ESTATE AND TEAM BUILDING -JOSHUA PIZARRO

THE BUSINESS OF REAL ESTATE AND HOW TO BUILD A SOLID TEAM +GUEST SPEAKER

Learn the how to use real estate to build a wealth and what to look for in first time home ownership. Tips from on how to build a solid team to help build your business for success.

APRIL 27



BRANDING & STARTING A CLOTHING LINE -OPTION A

CONCEPTUALIZE YOUR BUSINESS +GUEST SPEAKER

Start thinking of your branding and finalize your business plan. E-mail addresses, social media accounts, etc.

MAY 4



MARKETING - BLUE BOY BOXING

MARKETING AND BRAND AWARENESS +GUEST SPEAKER

Plan and implement your ideas for marketing. social media, pod cast, youtube commercials, etc. Get creative

MAY 11



NETWORKING & MOTIVATING YOUR TEAM -DRO & JOCELYN

EXPAND YOUR REACH +GUEST SPEAKER

Networking is an important part to the success of any business. Learn networking skills that work. Learn how to be a LEADER with simple motivational tips to use amongst your peers.

MAY 18



BUSINESS LEGAL NEEDS -JORGE VASQUEZ

LEGAL NEEDS +GUEST SPEAKER (ATTORNEY)

Trademarking, copy writing, incorporating, contracts, certificates, and what else might be needed to run your business legally. Hear how an attorney from your community made it to where they are at.

JUNE 1



DIGITAL BUSINESS TOOLS - MARTY MEDINA

WEBSITE AND ONLINE TOOLS

Learn what free online resources are available to help grow your reach and your business at the same time. Websites, social media posts, flyers brochures, online shops and much more.

JUNE 8



BUSINESS LONGEVITY - GUEST SPEAKER

TIPS ON HOW TO MAKE YOUR BUSINESS LAST

Listen to business owners share their experience on how they kept their businesses thriving through all the changes happening in the community around them.

JUNE 22



GIVING BACK - HEELING SOLES

REFLECT, SHARE AND SUPPORT

Reflect and share everything you have learned and let's brain storm on more ideas for the next round. Guest speaker will take you on their journey to success. Learn how you can give back to your community.

WHY NOT CARE

WHAT IS BRANDING?

THE PROMOTION OF A PARTICULAR PRODUCT OR COMPANY BY MEANS OF ADVERTISING AND DISTINCTIVE DESIGN.

HOW DO I START MY SUCCESS:

- MAKE THE CHOICE TO BE SUCCESSFUL
- BE CONSISTENT
- BELIEVE IN YOUR SUCCESS
- TRUST THE PROCESS
- INSPIRE, SERVE AND ENJOY THE JOURNEY
- LEARN, LEARN, LEARN

8 QUICK TIPS ON BRANDING

Define the identity of your brand

This is the first and most important tip. On this branding definition you need to answer some straight questions about your company. Like:

- How do you want your clients to see your brand?
- What is your products or company differentials?
- What are your mission, objectives and values as a company?

Don't forget that all this answers will guide you from scratch to your day to day communication and attitudes as a company. Your company's brand is like a person's DNA, you cannot change and you have to live for it.

Have a simple and coherent message

What really matters for most of the clients is the way you present your products. So, it's not just about what it is, what are the components or where they were made (even though it is obligatory), but you have to communicate why they should have your products.

Focus on how your product is going to help, satisfy or make them feel better. And it should be based on the values and objectives you have defined before. Maybe it's more natural, cruelty free, makes people feel prettier, doesn't pollute or gives people status. I don't know, the possibilities here are infinite and you have to find yours based on your DNA.

Develop a consistent visual communication

Think about Apple. Probably a very inspiring and cheering image of Steve Jobs came to your mind. This is not just because he was the face of Apple, it's because every Apple's publicity involved this persona in the brand communication, transmitting simplicity and high tech. Apple is a great model of brand communication as it goes beyond competitors: they created a bond between people and their brand, product and service.

Of course, you have to do and show what you promise (not Apple), otherwise you are going to fail. If you say that you are communicative, open minded, simple or high tech, you have to really show that to your clients in every contact points.

Get inside social media

After you have a strategy (defined brand), you can connect with your customers through social media. You don't have to be in all of them. Choose the ones you know your target public is most active on and make sure you take it serious to end up bringing good leads to your company.

Here you are going to maintain the same consistency and coherence on communication like you established before. Formal, informal, using slangs or not. And images goes the same way. If you prioritize something fun or serious, good quality, important, relevant, you name it. You have to stick and be true to your brand in every post, share, comment and like.

Let your customers know you

Many people choose one company instead of others because they know and trust their owners. This is a fact for small companies in small cities. So, show who you are and make your good reputation be known so people choose your brand because of your image.

Be creative

Say goodbye to the traditional communication. For example, a company with products for kids could use a childish language to speak to their clients on the email marketing or packaging. Do some brainstorm with your team and list some creative actions you could add to call people's attention. Just be careful to stick to your initial strategy, ok?

Manage all the contact points between company and clients

Never forget: reputation is about consistency and coherency. So, the image you create and share has to be felt by the client during his shopping experience. Talking to the support, to sales or to you. You must worry about training your employees to establish a pattern during all the processes—from calls to social media to physical contact.

Remind people about your brand

Your clients need to be constantly reminded about your brand. People easily forget about your values and worldwide companies took a long time to get where they are now (Nike, Apple, Starbucks...). If you want your brand to be recognized for something you need to remind your customers over and over again. Always in a different and creative way. Don't forget to use what you already got: e-mail marketing, social media, blog,...

Think big, be big

Being a small business doesn't mean you are a small player. The conception and strategy of your brand is going to be essential to help your company be seen as a real player. Take it seriously and use it to build confidence and capture clients.

SOURCE: <https://medium.com/@onlineologomaker/9-quick-branding-tips-for-small-businesses-197cc67af980>

BOOKS:

Designing Brand Identity: An Essential Guide for the Whole Branding Team, 4th Edition

BY: Alina Wheeler

How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, and (Every Once in a While) Change the World

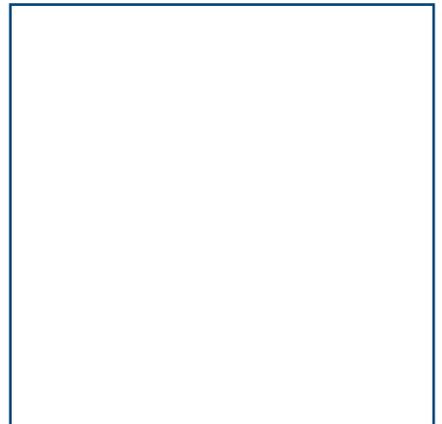
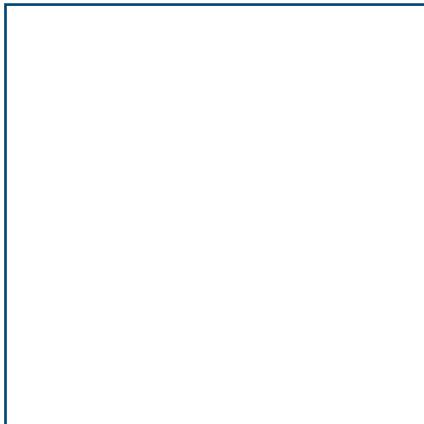
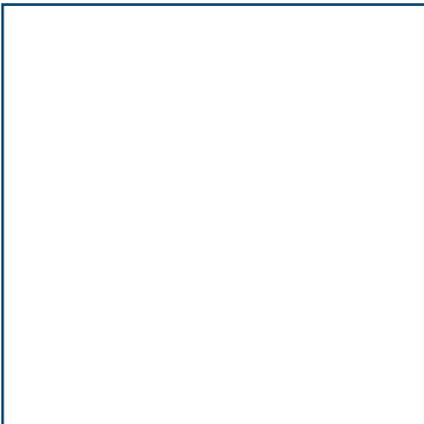
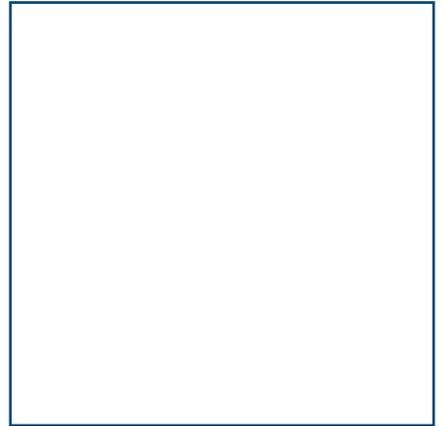
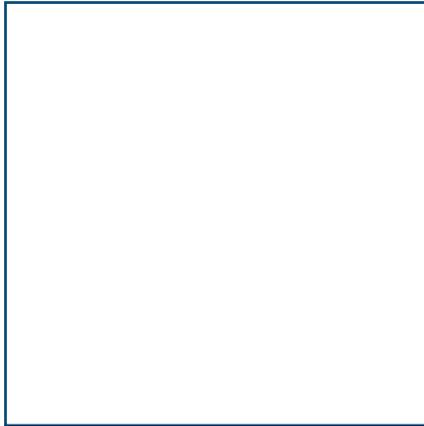
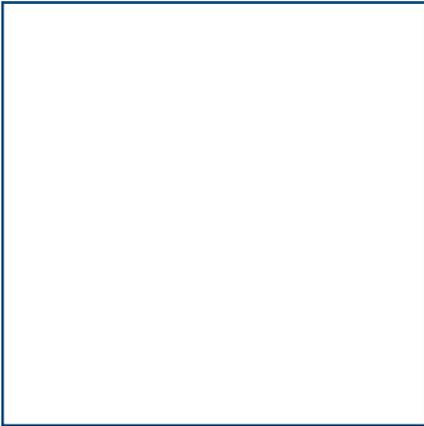
by: Michael Bierut

NAME: _____

THEME/STYLE: _____

COLORS: _____

STORY: _____



WHAT TO LOOK FOR WHEN HIRING A DESIGNER

1-Can they Provide Work Samples/PORTFOLIO?

2-Do they Have Any Testimonials?

3-What Do they Need to Know About Me?

4-How Much?

5-What's Included?

How many versions, how many edits

6-What's the Timeline?

7-What's the Process?

****8-Get referrals from trusted people you know.***

VIDEOS

1. 7 THINGS TO LOOK OUT FOR WHEN CHOOSING A LOGO DESIGNER FOR YOUR NEW BRAND IDENTITY.

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=KAFM94CTEVI](https://www.youtube.com/watch?v=KAFM94CTEVI)

2. HOW TO CREATE AN ICONIC LOGO

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=KM5SCBW_JEK](https://www.youtube.com/watch?v=KM5SCBW_JEK)

FOR DESIGNERS

3. PRICING DESIGN WORK & CREATIVITY

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=RKXZ7T_RIOE](https://www.youtube.com/watch?v=RKXZ7T_RIOE)

4. HOW TO CHARGE MORE FOR A LOGO

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=B2WSN1W5QH4](https://www.youtube.com/watch?v=B2WSN1W5QH4)

5. IDENTITY DESIGN: BRANDING

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=PR7TMNKGHDS](https://www.youtube.com/watch?v=PR7TMNKGHDS)

6. AARON DRAPLIN TAKES ON A LOGO DESIGN CHALLENGE

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=ZOPAONAETBK](https://www.youtube.com/watch?v=ZOPAONAETBK)

WATCH, RESEARCH AND MAKE THE BEST CHOICE FOR YOU.

SUNDAY
I AM POWERFUL

GOALS FOR THE DAY
WHAT AM I GREATFUL FOR
WHAT MADE TODAY SUCCESSFUL

MONDAY
I GOT THIS!

GOALS FOR THE DAY
WHAT AM I GREATFUL FOR
WHAT MADE TODAY SUCCESSFUL

TUESDAY
I CHOOSE TO WIN

GOALS FOR THE DAY
WHAT AM I GREATFUL FOR
WHAT MADE TODAY SUCCESSFUL

WEDNESDAY
ONE LIFE TO LIVE

GOALS FOR THE DAY
WHAT AM I GREATFUL FOR
WHAT MADE TODAY SUCCESSFUL

THURSDAY
I BELIEVE IN ME

GOALS FOR THE DAY
WHAT AM I GREATFUL FOR
WHAT MADE TODAY SUCCESSFUL

FRIDAY
SUCCESS IS IN MY REACH

GOALS FOR THE DAY
WHAT AM I GREATFUL FOR
WHAT MADE TODAY SUCCESSFUL