

SMART + SAVVY



Laural Carr, Founder, Impagination Inc.

5 TIPS TO CREATE A SPIRITED BRAND

Is your business adrift in a sea of competitors?
Boost your brand and be discovered by your customers.

❶ *What are the raw ingredients that make up your brand's secret sauce, your keys to creating value and success for your clients?*

Use your authentic story, history or your "why" to create connection.

❷ *What's the message you tell the world, in your pitch or website?* Be consistent with how your story reinforces your brand and makes it memorable. Check out our **Pitch-Perfect Pitch Tips**.

❸ *Does your product or service appeal to the senses?* Even a service business brand can appeal to one or more senses. Sight, smell, touch, taste and sound can reinforce your brand, so it can be remembered and shared easily. List how your brand appeals to the senses.

❹ *Do your logo, business name and marketing materials match your story?* Consider all the ways your service is packaged to create a strong memorable and repeatable client experience. List how you have created a consistent but unique brand.

❺ *Do your clients understand how you deliver value, including a remarkable client experience?* The more your clients understand your offering, the easier it is for them to buy and refer to. List the intangible elements of your process and resulting value to your clients.

If you don't know how to pitch your brand, download our **Pitch-Perfect Pitch Worksheet**. ➤

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4 TIPS
TO CREATE
YOUR PERFECT
ELEVATOR
PITCH

impagination inc.

If you don't know who to pitch, check out our **Speaking** page for Workshops and Webinars.



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