



A STEP-BY-STEP ONLINE COURSE TO HELP YOU
BUILD AN EFFECTIVE BRAND THAT GETS RESULTS

BRAND IDENTITY QUEST ONLINE STUDY COURSE

BY DANA SUSAN BEASLEY



MODULE #2

DEFINITIONS YOU MUST KNOW TO GET STARTED



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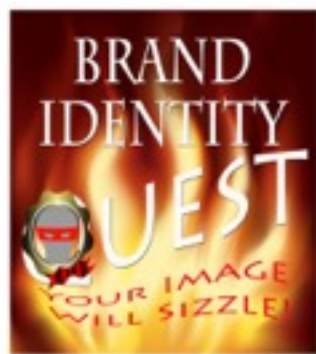


A STEP-BY-STEP GUIDE AND CHECKLIST TO BUILDING
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DEFINITIONS YOU MUST KNOW

BRANDING IS A PROCESS

- ◆ CAREFUL ANALYSIS
- ◆ SKILLFUL DEVELOPMENT
- ◆ STRATEGIC IMPLEMENTATION



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DEFINITIONS YOU MUST KNOW



MICROWAVE GENERATION



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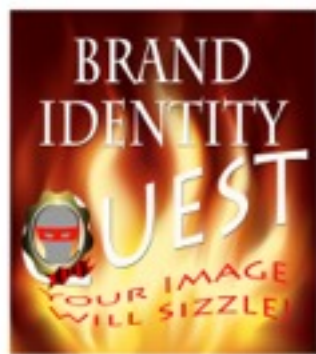
DEFINITIONS YOU MUST KNOW

BUSINESS FAILURE

64% OF BUSINESSES FAIL
OVER A 10 YEAR PERIOD

—KAREN E. KLEIN,
BUSINESSWEEK.COM





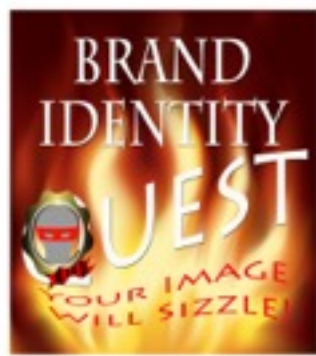
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DEFINITIONS YOU MUST KNOW

“PEOPLE DON’T
PLAN TO FAIL,
THEY FAIL TO
PLAN.”



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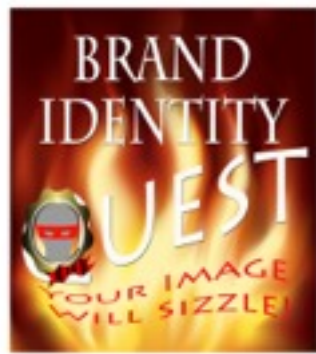


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DEFINITIONS YOU MUST KNOW

A BRAND'S PURPOSE

- ◆ TO GAIN NAME RECOGNITION
- ◆ TO INCREASE LEADS, CONVERSIONS, AND SALES!



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DEFINITIONS YOU MUST KNOW



YOU HAVE SECONDS!



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DEFINITIONS YOU MUST KNOW

YOUR BRAND
NEEDS TO
ACCURATELY
REFLECT
YOUR
BUSINESS





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DEFINITIONS YOU MUST KNOW

WHAT IS A LOGO?

- ◆ AN IDENTIFYING MARK
- ◆ A WAY OF DISTINGUISHING ONE BUSINESS FROM ANOTHER
- ◆ MAY OR MAY NOT CONTAIN AN IMAGE



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DEFINITIONS YOU MUST KNOW

A LOGO IS...

- ◆ EVEN MORE IMPORTANT WITH THE ADVENT OF THE INTERNET
- ◆ A BUSINESS'S BEST FRIEND IN GETTING INSTANT RECOGNITION
- ◆ THE KEY TO A BRANDING PROGRAM



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DEFINITIONS YOU MUST KNOW

LOGO SYMBOLS CAN BE A CLICHÉ

- ◆ OVERUSED
- ◆ SYMBOLOS LOSE MEANING
- ◆ EASY TO OVERLOOK
- ◆ COOKIE CUTTER
- ◆ NOTHING TO DISTINGUISH ITSELF FROM OTHER LOGOS



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DEFINITIONS YOU MUST KNOW



LOGOS ARE EVERYWHERE!



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DEFINITIONS YOU MUST KNOW

THIS COURSE WILL
HELP YOU DEVELOP
A LOGO THAT
REPRESENTS...

- ◆ YOUR BRAND
- ◆ THE ESSENCE OF WHO YOU ARE AS A BUSINESS



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DEFINITIONS YOU MUST KNOW

THIS LOGO WILL
ATTRACT YOUR
TARGET
MARKET!



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DEFINITIONS YOU MUST KNOW



= **MORE SALES!**



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DEFINITIONS YOU MUST KNOW

WHAT LOGOS HAVE YOU SEEN?



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DEFINITIONS YOU MUST KNOW

MY LOGO

- ◆ STARTED WITH ANGELMUSIC
- ◆ EXPANDED FOR ART CARDS
- ◆ THE NAME STUCK!
- ◆ MODIFIED IT TO REACH TOWARD HEAVEN (CLOUDS)





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DEFINITIONS YOU MUST KNOW

BIO LOGO

- ◆ IMAGE REPRESENTS FIRE
- ◆ QUEST TO FIND A TREASURE
- ◆ MASKED FACE





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DEFINITIONS YOU MUST KNOW

WHAT IS IDENTITY?

- ◆ UNIQUE SELLING PROPOSITION (USP)
- ◆ ESSENCE OF YOUR BUSINESS OR PRODUCT
- ◆ COMMUNICATES RELEVANCE TO TARGET MARKET



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DEFINITIONS YOU MUST KNOW

DISCONNECT!

- ♦ WHEN PERCEPTION DOES NOT MEET WITH REALITY
- ♦ CREATES CONFUSION
- ♦ COULD LEAD TO LOSS OF SALES AND LEADS





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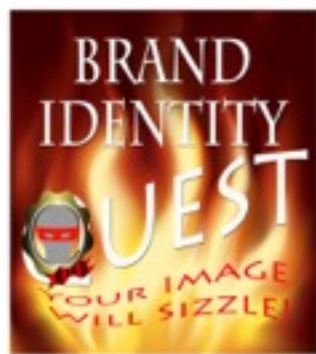
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DEFINITIONS YOU MUST KNOW

YOUR BUSINESS NAME...

- ◆ THE MOST IMPORTANT FACTOR
- ◆ IDENTITY STANDS BEHIND IT
- ◆ IDENTITY BRINGS UP ASSOCIATIONS AND FEELINGS



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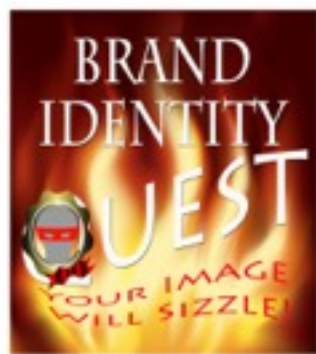
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DEFINITIONS YOU MUST KNOW



HOW DO YOU FEEL?



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DEFINITIONS YOU MUST KNOW

APPLE
CONNOTES
USER
FRIENDLY!

PC COMPUTERS WERE
NAMED AFTER NUMBERS
BEFORE APPLE CAME
ALONG!





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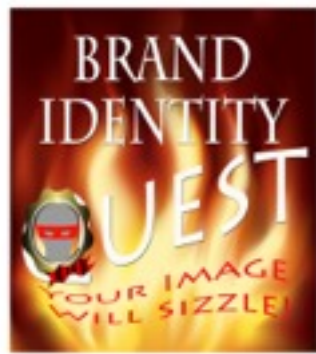
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DEFINITIONS YOU MUST KNOW

APPLE MADE IT PERSONAL!

HAS SERVED WELL
FOR THEM!
THEY REVOLUTIONIZED
THE PC WORLD!





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DEFINITIONS YOU MUST KNOW

WHAT
IDENTITIES
DO YOU SEE?



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DEFINITIONS YOU MUST KNOW

MY IDENTITY

- ◆ ANGELARTS IS ME!
- ◆ INSPIRATION IS IMPORTANT TO ME
- ◆ I'M ABOUT TRANSFORMATION THROUGH ART





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DEFINITIONS YOU MUST KNOW

WHAT IS A BRAND?

- ◆ A LOGO MARK THAT REPRESENTS YOUR IDENTITY
- ◆ IT'S BURNED INTO PRODUCTS AND MARKETING MATERIALS
- ◆ COMMUNICATES OWNERSHIP
- ◆ BRINGS NAME RECOGNITION



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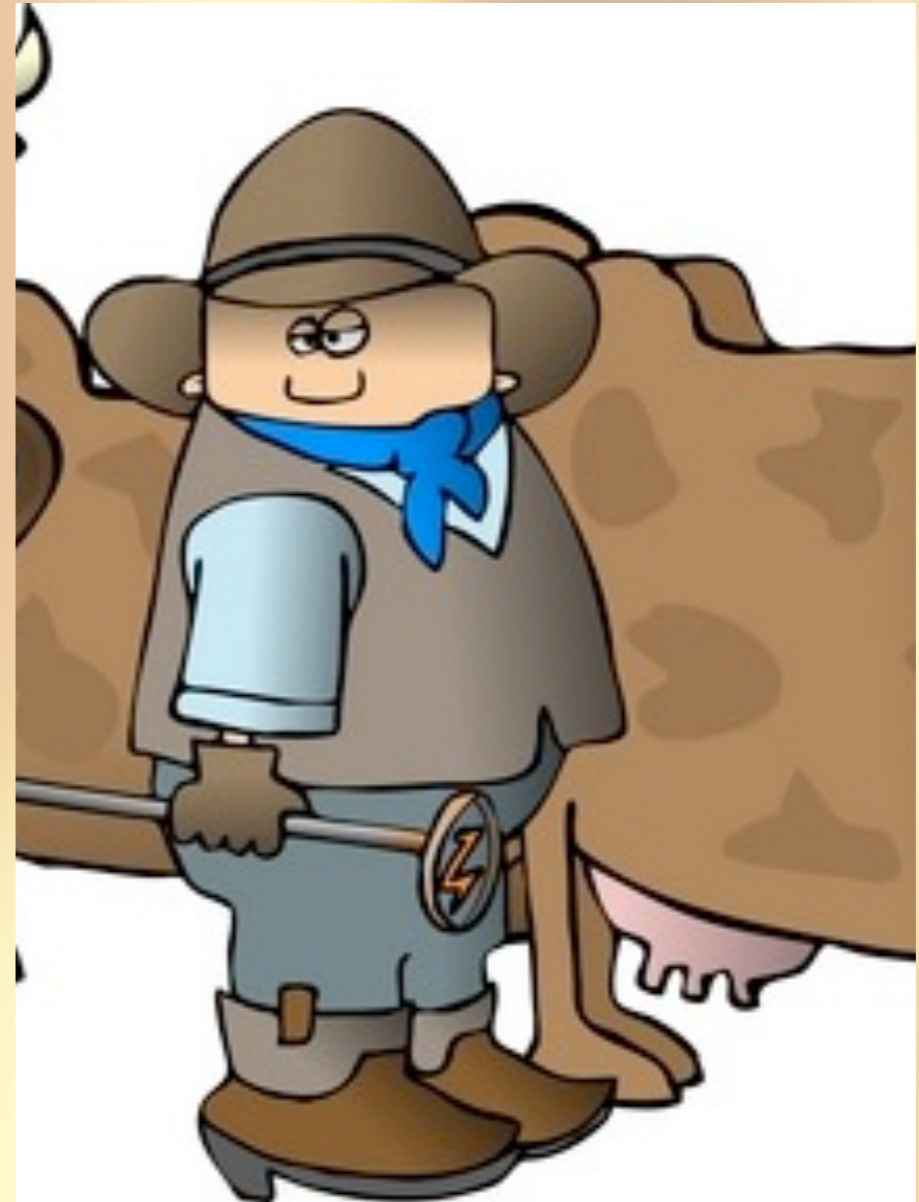


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DEFINITIONS YOU MUST KNOW

BRANDING CATTLE

- ◆ IDENTITY = RANCH OWNER
- ◆ LOGO = BRANDING IRON
- ◆ BRAND = BURNED INTO HIDE





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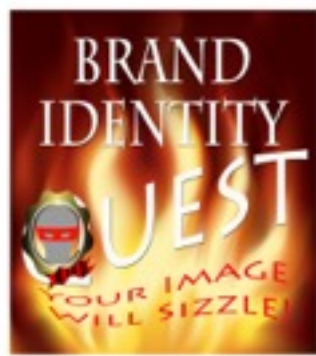


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DEFINITIONS YOU MUST KNOW

A BRAND...

- ◆ CREATES FAMILIARITY AND TRUST
- ◆ BUILDS RELATIONSHIPS AND CREDIBILITY



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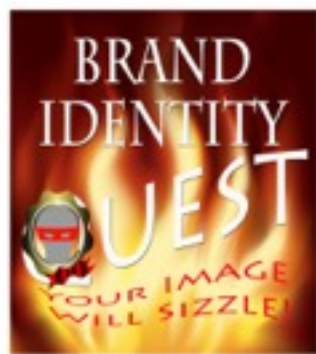
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DEFINITIONS YOU MUST KNOW

BRANDS ARE PRODUCTS

- PERFUME
- CEREALS
- GUESS JEANS
- JONES NEW YORK





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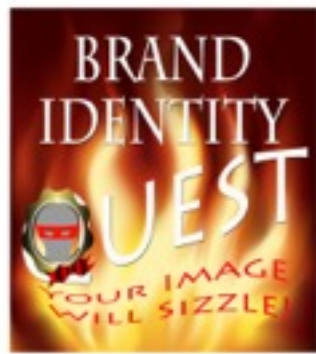
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A PAINTER



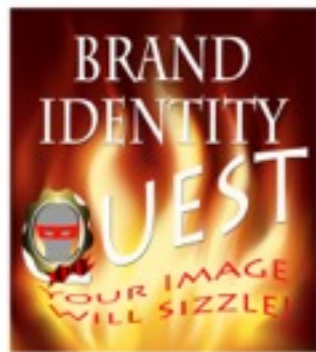
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DEFINITIONS YOU MUST KNOW

WHAT BRANDS
ARE YOU
LOYAL TO?



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BRAND IDENTITY MENTOR

Your source for graphic design and marketing tips that will make your brand sizzle!

Make Money with Your Brand—Turn it into Gold with Promotional Products!

September 17, 2011 Dana Marketing Tips

Making money with your brand. Is that possible? Absolutely!

One way to make money with your brand is to turn it into promotional products!

Promotional products are a great tool to increasing brand awareness.

Recently, I hired a dog groomer and she gave me a

FREE 10 Day Mini Video Course! Day One: Pursue Your Passions! Sign Up Below for the Whole Series!

Want Your Brand to Really Sizzle?

Enter your name and email below to get my FREE Video Series and FREE Report, 10 Ways to Make Your Brand Sizzle! I will also send you my complimentary weekly ezine, BrandNotes.

BRAND IDENTITY QUEST

All you need is a unique brand identity that separates you from the crowd and in just days you will start to increase your brand awareness, resulting in a noticeable boost of sales!

Whether you are a seasoned business owner, an aspiring entrepreneur, a ministry leader, an artist, unemployed looking to be self-employed, a mother wanting to work at home, or have a high school or



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DEFINITIONS YOU MUST KNOW

A BRAND CAN CREATE DISSATISFACTION

- ◆ NEGATIVE EXPERIENCE WILL BURN A COMPLETELY DIFFERENT EMOTION INTO A CUSTOMER'S MIND
- ◆ BECAUSE PERCEPTION = REALITY!





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DEFINITIONS YOU MUST KNOW

WHAT ARE YOUR
NEGATIVE
EXPERIENCES
WITH BRANDS?



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DEFINITIONS YOU MUST KNOW

WHAT IS A SLOGAN?

- ◆ PITHY STATEMENTS
- ◆ COMPELS PROSPECT INTO ACTION
- ◆ EPITOMIZES THE BRAND
- ◆ MEMORABLE AND CATCHY
- ◆ COULD CONTAIN KEYWORDS



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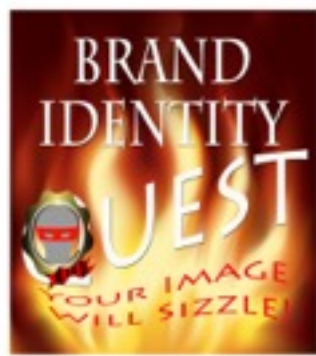
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CULTURAL ICONS

- ◆ GOT MILK?
- ◆ JUST DO IT!





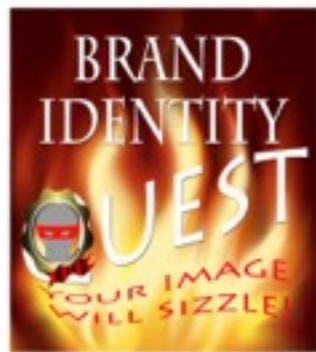
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DEFINITIONS YOU MUST KNOW

WHAT SLOGANS
ARE MEMORABLE
TO YOU?



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*Reach New Heights in
Your Life, Relationships,
Home, Business,
Ministry, Homeschooling,
and Artistry*

Contact me today at:
Info@angelarts.biz or 719/785-4814



Dana Susan Beasley
Publisher & Principal

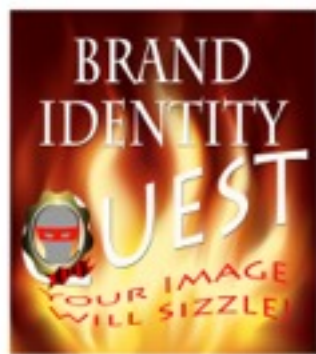
Welcome

WELCOWB

*Attention: Christian homeschooling mothers, artists, art enthusiasts, ministry volu
stay at home moms, work at home moms, entrepreneurs, potential entrepreneurs:*

*etiam ut sunt nonne? eosq; ut sunt nonne? suscipiamus? hincipiam suscipiamus?
-attention: Christian homeschooling mothers, artists, art enthusiasts, ministry volu*

MY SLOGAN



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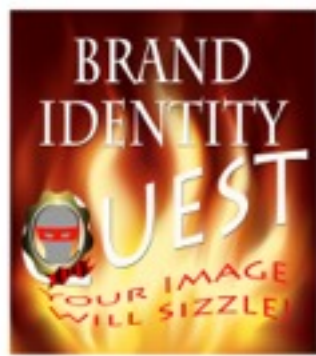


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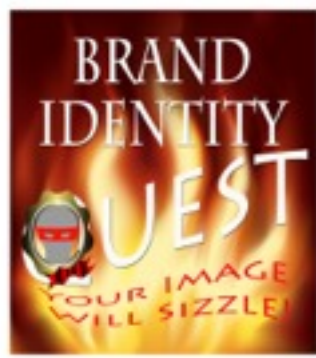
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DEFINITIONS YOU MUST KNOW

TRADEMARKS

- ◆ LIKE A STAMP
- ◆ REGISTERED WITH THE GOVERNMENT
- ◆ LEGALLY PROTECTED WITH ®
- ◆ LOGOS/SLOGANS ARE INTELLECTUAL PROPERTY



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DEFINITIONS YOU MUST KNOW

WHAT IS A TARGET MARKET

- ◆ THE GROUP OF PROSPECTS THAT NEEDS YOUR PRODUCTS OR SERVICES
- ◆ WHO YOU ARE IN BUSINESS FOR
- ◆ IDENTIFYING THIS MARKET IS EXTREMELY IMPORTANT



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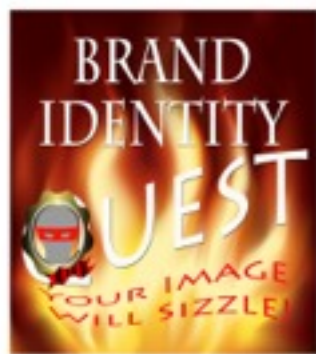
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DEFINITIONS YOU MUST KNOW

NICHE MARKETING

- ◆ WHAT INTERESTS YOU?
- ◆ WHAT ARE YOUR PASSIONS?
- ◆ WHAT ARE YOUR SPHERES OF INFLUENCE?
- ◆ MARKET YOUR BRAND TO THEM!



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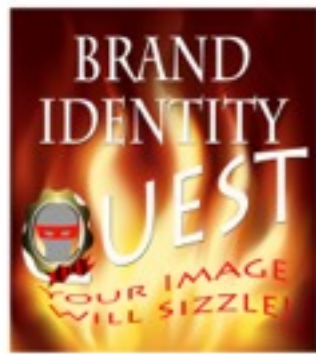


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DEFINITIONS YOU MUST KNOW



DAUGHTER VS MOTHER



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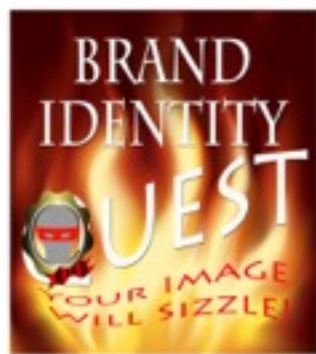
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DEFINITIONS YOU MUST KNOW

WHAT BRANDS
MARKET TO
SPECIFIC
PEOPLE?



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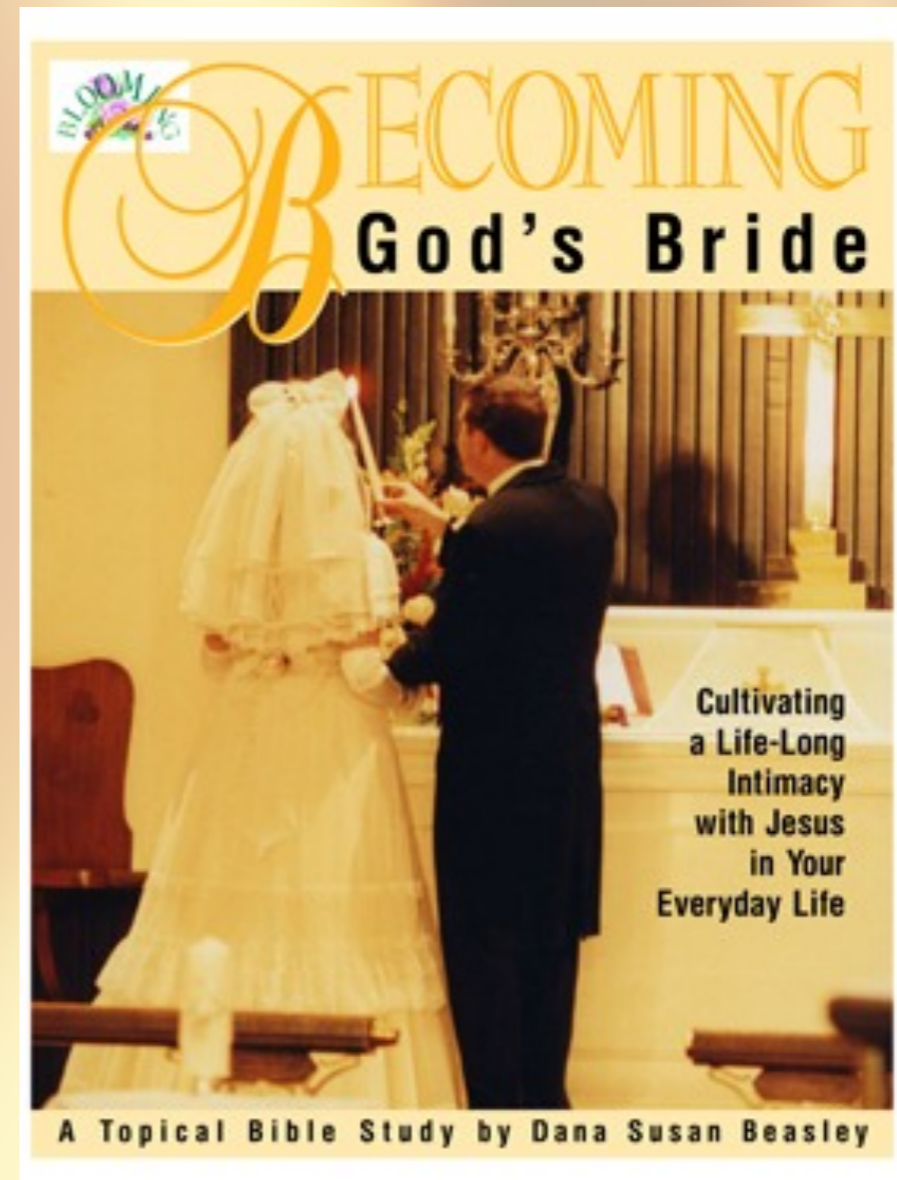


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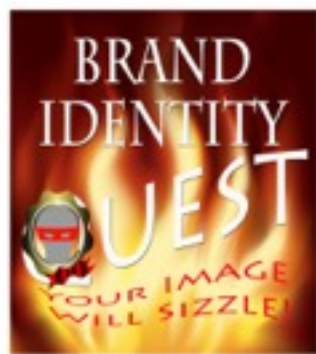
DEFINITIONS YOU MUST KNOW

MY AFFINITY MARKET

HOMESCHOOLING MOMS!



A Topical Bible Study by Dana Susan Beasley



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BRAND IDENTITY QUEST

HOMESCHOOLING
FAMILIES!





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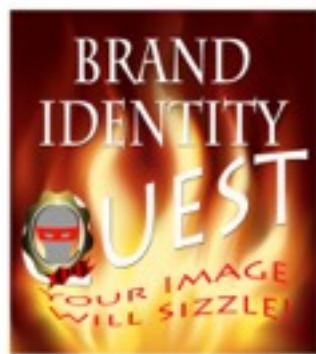


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DEFINITIONS YOU MUST KNOW

WHAT IS A BRANDING STRATEGY

- ◆ MARKETING PLAN
- ◆ IMPLEMENTATION OF YOUR BRAND



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DEFINITIONS YOU MUST KNOW



IF YOU BUILD IT...



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DEFINITIONS YOU MUST KNOW

**A BRANDING STRATEGY
PROTECTS YOU FROM THE
WRONG KIND OF CLIENTS!**



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DEFINITIONS YOU MUST KNOW

A BRANDING STRATEGY...

- ◆ BUILDS NAME RECOGNITION
- ◆ TAKES PLANNING
- ◆ GETS YOU EXPOSURES
- ◆ NEEDS TO BE PROTECTED



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DEFINITIONS YOU MUST KNOW

MY TASK

- ◆ GET MY BRAND IN FRONT OF TARGET MARKET THROUGH A VARIETY OF MEDIUMS
- ◆ CONSISTENCY IS KEY
- ◆ LACK OF CONSISTENCY CREATES CONFUSION
- ◆ THIS RESULTS IN LOSS OF SALES



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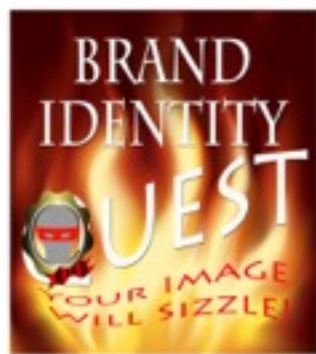


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DEFINITIONS YOU MUST KNOW

WHAT IS IDENTITY COLLATERAL

- ◆ CORE MARKETING MATERIALS
- ◆ BUSINESS CARDS
- ◆ LETTERHEAD
- ◆ BROCHURES, FLYERS, SIGNAGE



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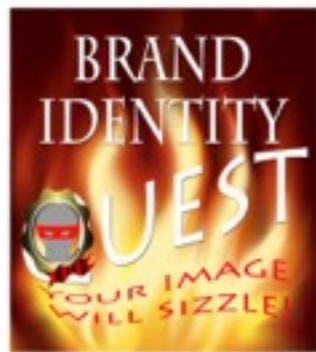
A STEP-BY-STEP GUIDE AND CLARITY TO BUILDING
A ONE-OF-A-KIND IMAGE THAT GETS RESULTS

DEFINITIONS YOU MUST KNOW

INTERNET MARKETING

MAKE YOUR BRAND
CONSISTENT ACROSS ALL
MEDIUMS AND YOU WILL
BUILD NAME RECOGNITION



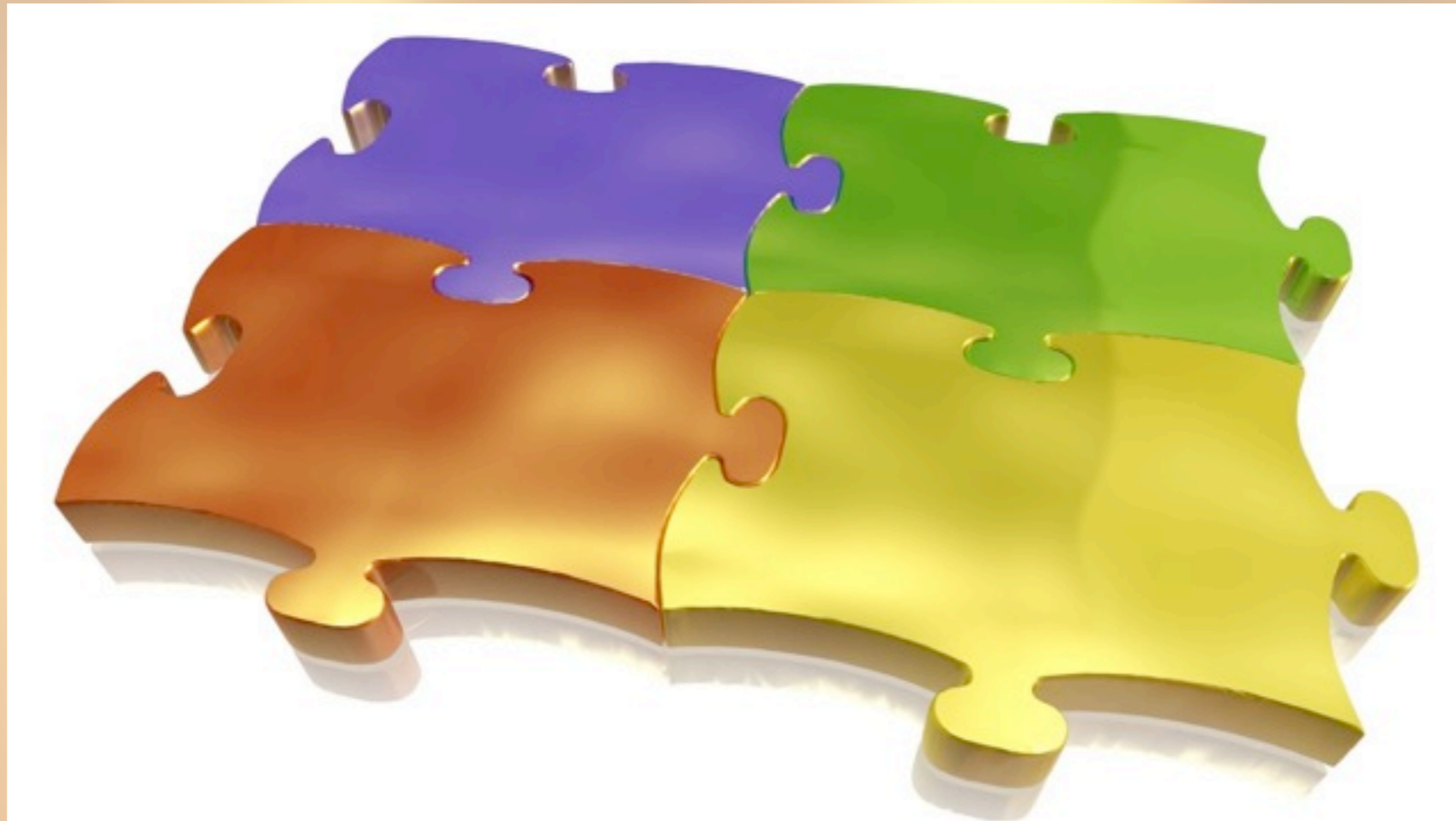


BRAND IDENTITY
QUEST WEBINAR
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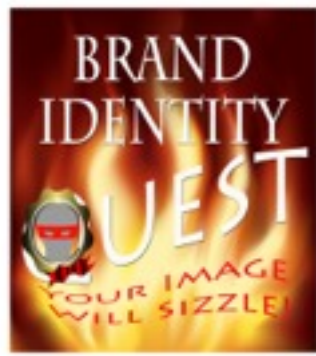
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DEFINITIONS YOU MUST KNOW



A PUZZLE



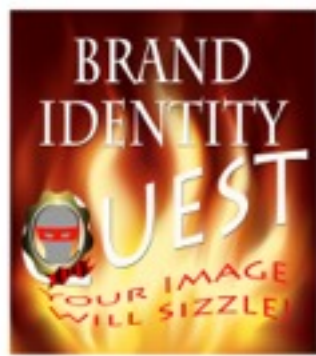
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DEFINITIONS YOU MUST KNOW

WHAT'S NEXT?

- ◆ BONUS VIDEO #2
- ◆ COMPLETE LESSON #2 ASSIGNMENTS
- ◆ MODULE #2: BRANDING DEFINITIONS
- ◆ READ PDF LESSON #3: PERSONA VS. NAME: WHICH ONE ARE YOU?



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DEFINITIONS YOU MUST KNOW

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A STEP-BY-STEP ONLINE COURSE TO HELP YOU
BUILD AN EFFECTIVE BRAND THAT GETS RESULTS

BRAND IDENTITY QUEST ONLINE STUDY COURSE

BY DANA SUSAN BEASLEY



MODULE #2 DEFINITIONS YOU MUST KNOW TO GET STARTED