

Look Professional In Print: Brand your Business!

“Build Your Communications Business” Conference

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Objectives

- Glean tips and gain inspiration from what others have done to brand their services
- Get the creative juices going to brand **your** services
- Decide on the print products that can best show off your brand

What is a brand?

“...the **style** in which you execute your business...an **idea**, an **ethical code**, or even a specific **way of doing business** that caters to a specific market.” Aaron Petz, Illustrator + Designer at A. Scott LLC

“...a **signature** that conveys the qualities and virtues of a company's or person's essence or character...perceived visually by seeing a logo or trademark on an item...” Wale Ilor, Manager Analysis at Georgia Pacific

“...a **symbol, name, graphic identity and logotype** that allow the effective identification of one company, product or service...and is able to create an emotional response in the minds and hearts of its customer base.” Octavio Ballesta, Management Consultant, Corporate Strategist

Source: www.Linkedin.com

Our stories

MERRY BRUNS Science Bites Communications

MasterWork Consulting
Transforming data into useful information.
Communicating information with intelligence and style.



writerruth.com

The Editorium™

Communication Central



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FREELANCE | EDITORIAL | SERVICES
when only the best will do

My story

- Variety of promotional products over 20+ years
- Constants
- Changes / evolution of products
- Collaborations
- Product longevity
- Quantities
- Budget
- Identity
- Image

Your story

Communicate

- Sender (writer, speaker, consultant, business owner, story teller)
- Receiver (reader, user, audience, customer)
- Message (purpose and content)
- Media (written: paper and electronic)
- Interference
- Feedback

Tell the story of you at work



- Where are you?
- What are you wearing?
- What are you doing?
- What do you see, hear, taste, smell, or feel?
- Who is with you?
- What "tools" and skills are you using?
- What services are you providing?
- What makes your work something you love?
- What makes your business unique?

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Know your customers

- Preferences and trends
- Likes and dislikes
- Needs and wants
- Spending patterns
- Business to business
- Business to consumers
- Motivations

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The message: We provide value



- We produce readable, usable, accurate documents
- These documents provide value by
 - Demonstrating your professionalism
 - Saving you time and costs
 - Reducing errors using your products
 - Improving your products' performance
 - Minimizing the risk of injury to your employees and customers

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The message: We contribute to others' business success

"High achievers, strong performers, we strive for a grade of 'A' when crafting easy-to-read, easy-to-use publications. When you achieve results, we move to the head of the class."

Judith E. Shenouda
Shenouda Associates Inc.

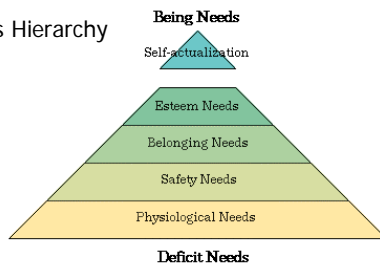
- Streamlined processes
- Increased profits
- Repeat business
- Competitive edge
- Development and expansion
- Reputation and recognition
- Satisfied customers
- Achieved mission

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The message: We contribute to others' personal success

Maslow's Hierarchy



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What if your brand were...

- | | |
|--------------------------|---------------------|
| ■ Animal | ■ Work of art |
| ■ Article of clothing | ■ Scent |
| ■ Book | ■ Season |
| ■ Color | ■ Seasoning |
| ■ Fabric | ■ Shape |
| ■ Flower | ■ Tool |
| ■ Mode of transportation | ■ Type of furniture |

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The Media: Printed, branded products

ad	clothing	newsletter	press release
banner	display	online pub (blog, wiki, e-zine)	resume
bookmark	letter	pencil and pen	sell sheet
brochure	magnet	post card	testimonial
calendar	media pack	presentation	Web site

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Effective promotional products

- Presentation / package
- Organization
- Clear objective
- Content / message
- Writing and design
- Readability and usability
- Contact information
- Credibility, ethics, and legalities
- Relevance
- Right tone
- AIDCA effectiveness
 - Attention
 - Interest
 - Desire
 - Conviction
 - Action

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Resources



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Branding resources

- <http://brandblathering.blogspot.com/>
- <http://youtube.com/watch?v=X2nzYN-KhLs>
- <http://wikihow.com/Create-a-Brand-Positioning-for-a-Small-Business>
- <http://not-just-pretty.com/notjustpretty/branding/>

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Check out our brands

- <http://communication-central.com>
- <http://editorium.com>
- <http://easescommunication.com>
- <http://freelance-editorial-services.com>
- <http://masterworkconsulting.com/>
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What are your next steps?

- My next steps are...



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