

**The people you're marketing to are all about brand.**

They spend their days (and some nights) telling clients that brand continuity needs to infuse everything; logo, Web site, printed materials, even office decor

If you have a business, you have a brand. Why? Because your brand accumulates in the mind of your audience simply through viewing your work, visiting your website, looking at your promos, even hearing word of mouth about you. So whether or not you are managing your brand, it's been developing since you first hung the sign with your name on the door. And if you're not managing your brand, you're missing out on an incredibly powerful tool for growing your business.

After years of experience, we know that tapping into the potential of a brand isn't just about a logo or a business card. It's about the diligent execution of a well-crafted marketing plan. If it's done well, the consistent, clear expression of your brand will reinforce a growing awareness in your audience so that both your name and your work will become more memorable.

This program will show you examples of why brand consistency is so important with actual samples of programs that work and those that don't. We will show you ways to increase your brand awareness, to get the attention of the people you are trying to reach.

Consultations will be available with both Nadine and Suzanne to maximize your marketing efforts.