



## What's *Your* Brand? (It's *NOT* Your Logo!)

1. It's how (and when) you answer the phone.
2. It's how soon you return phone calls.
3. It's how you handle e-mail. How quickly do you answer? What's your email signature? Are your spam filters *too* good? What's your domain? An AOL address says "Hobby business."
4. It's how you treat your employees. People talk. Your employees are people (duh). And, customers can tell if the employees aren't happy, without anyone *saying* a word.
5. It's how easy (or difficult) you make it to buy from you.
6. It's how easy (or difficult) you make it to return something to you.
7. It's how easy (or difficult) you make it for a customer to reach you, live and in person.
8. It's how easy (or difficult) you make it to find your Web site, navigate around it, access relevant information, place an order.
9. It's the quality and freshness of information on your Web site.
10. It's the amount and size of the fine print on your customer warranties and contracts.
11. It's the simplicity (or complexity) of your "special offers." Are they *really* special?
12. It's the ability of your employees to help the customer quickly and effectively.
13. It's how you talk to people at networking events. Forget bumper stickers and elevator pitches. Have a *real* conversation! Ask about *them*...and listen.
14. It's *how* you network. Do you call people *before* you need help? Do you offer to help *them*? Do you keep in touch with customers even when you're not selling something?
15. It's how *you* treat people *anywhere, anytime*.
16. It's your customers' *perception* (which can change overnight, depending on just one experience.)

*Think: Did you ever buy something because you liked the logo? Stayed with a company because you liked their tag line? Hmmm....*