**Branding Notes**

Review

1. What is a Brand?
2. What is a Trademark?

Brand Building

1. What is Brand Awareness?
2. What is a Brand Image? Provide an example.
3. What is Brand Equity? Provide an example.
4. What is Brand Loyalty?

Forms of Branding

1. What is a Corporate Brand? Provide an example.
2. What is a Product Brand? Provide an example.
3. What is a Store Brand? Provide an example.

Branding in SEM

1. What is Brand Extension? Provide at least TWO examples.

YOU AS A BRAND

Answer the following questions to help determine how you would brand yourself.

1. How do I make people feel?
2. How do people benefit by working with me?
3. What words do others use to describe me?
4. What value do you provide (what problem do you solve)?
5. How do you do it uniquely?
6. Whom do you do it for (your target audience)?

**YOUR TASK:** Write a personal brand statement.

It is NOT a:

* Job Title
* Mission Statement
* Career Objectives
* Life Purpose

It IS:

* Short
* Unique
* Easy to understand
* Fluid

**Examples:**

* “William keeps families in Michigan (target audience) warm (value) through custom-built heating installations using only the most advanced German boilers (unique)”.
* Disney is fun family entertainment
* “I teach, guide and inspire students (target audience) through experiential learning (value) that allows students to connect the curriculum to their individual lives (unique).”

In the space below write your personal brand statement:

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