



Alison*s Art, Inc.

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B.R.A.N.D. Part 1: An Introduction

In this *Business Issue*, the concept of branding and the acronym for **B.R.A.N.D.** will be introduced and discussed. The concept of branding is multi-faceted and essential to any venture. What you do will brand you whether you intend for it to or not.

Therefore, it is best to brand consciously and towards what you are attempting and wishing to communicate; be sure to think in terms of how you want to be recognized, perceived and known. Branding starts with an analysis and synthesis of three components:

YOUR BUSINESS:

1. *What* is your business essence?
2. *What* are your mission and tag line?
3. *What* are your products and/or services?

YOUR CLIENTS:

1. *Who* is your target market?
2. *Who* are your clients?

YOUR COMMUNITY:

1. *What* common elements attract people to you and glue them together?
2. *What* are their common interests?
3. *What* is the culture they share that you represent and nurture for them?
4. *What* place or niche do you have in your community?
5. *What* community service does your business provide at its core and with conscious effort?

**BUILDING
RECOGNITION
ACKNOWLEDGING
NOTEWORTHY
DETAILS**

These are the questions that need to be asked to begin the process of branding. In answering them a composite of what your brand will be can begin to emerge.

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