

Mastermind Consulting Network
of Lenawee County

**BRAND
IT!**



You Are Your Public Image!

**Prospective customers know you only by your Public Image!
Perception is everything. To them, you are your IMAGE!**

- 1. Create and TRADEMARK a great LOGO.***
- 2. The LOOK and FEEL of every aspect of your business is your IMAGE!***
- 3. Consistent application of your IMAGE is essential.***
- 4. COMMUNICATE with your public IMAGE:***
 - Who you ARE***
 - Where you are LOCATED***
 - What you DO***
 - Why prospective customers should CARE!***
- 5. Using an IMAGE Committee to Guard, protect and evolve your image.***



Driving Business to Peak Performance!

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