

Starting Your Own Business?

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GIVING YOUR  
BUSINESS  
THE RIGHT FACE

**10 Tips**  
on building a successful brand

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# INTRODUCTION

It doesn't matter whether you own a small tailor shop or an international company which manufactures spare automobile parts. A crucial part of every business is the company brand. This is the face of your business. It influences how customers perceive your business and tells what kind of services you provide them.

I'm not going to pretend that building a successful brand is easy. It's a long-term endeavor. On the other hand, any entrepreneur who wants to have a stable and successful company cannot avoid brand building. That's why it's better to approach this task as an interesting challenge which I will gladly help you to meet. This step-by-step guide will take you through the entire process of building a brand.

You will also learn how to strengthen your brand and create a good reputation, even when you encounter negative feedback. In this regard, clever use of social media may be of invaluable service. Social media and branding are a most fortuitous and fruitful combination. That's why a considerable portion of this guide is dedicated to practical advice, tips and tutorials how to work with this type of media and how to draw support for your business from it.