

Building Your Brand

In this video I am going to discuss some simple tips that go a long way for helping you build your brand in a way that looks presentable and professional.

It all starts with a company name and logo. You need a logo. Whether you use something like fiverr.com or something as expensive as 99designs.com, it doesn't matter. You just need a logo.

You are also going to need a website. You aren't going to be taken seriously without a website. And best of all a website is a great way for you to get your message across. There are a few routes you can go, as have been discussed in the course. They are the following:

General Retail Website:

A general retail website where you list products for sale split up into different categories. If you don't have a diverse inventory to list products, you can just dropship. This means you can list products on your site that come from a place like walmart.com and if you do happen to ever get an order, you just purchase from walmart and then ship to the customer. But that is just a safety measure. Remember, if you aren't actively advertising a retail website, it is unlikely that you will ever get buyers.

We recommend using wix to build a retail website if you have little experience with making sites. It is fast and easy to learn, as demonstrated in our website video.

Website Network:

A website network is where you create an anchor site to represent your brand that is not a retail site. Instead it lists all the values you can provide a company and the anchor site will have links to niche specific retail sites that you maintain. This is a more expensive and time consuming, but more effective and makes your brand look large, professional and wide ranging

Value proposition website:

The value proposition website is one that does not contain the retail store website aspect. Instead it is more focused on your company mission and the values that you can provide. Generally, these are more focused on the fact that you sell on Amazon, but they show all the ways that you are a serious, real deal amazon venture.

Two great Examples of this style come from two of the top Amazon sellers

netrush.com

avalancheind.com

Your email communications are a very important part of your business.

#1 you need to have a domain email. When you have that you should also create a nice looking signature line. These are all subtle things that can make a real impact.

You also need to carefully craft your communication style and make opening communication templates. This is the first email you send to a company. We provide samples of our communications here in the course.

Another strong option to solidify your brand is to create social media pages with a large following. Getting Facebook likes for a page is expensive when using Facebook advertising, but if you are good with social media or know ways to build large audiences quickly, it can be a huge asset. The social media page is not an asset in that it allows you to communicate to large numbers of people that have liked your page, it is an asset because if you link it on your website or in an email to a manufacturer, and they see you have tons of likes, they take notice.

Next up are business cards. If you ever go to a trade show, you absolutely need business cards. and i recommend some nice designed full color cards.

If you have any questions about brand building, contact me, Dylan, in the Facebook group!