



Start with the customer

Brands that ignore people – people ignore

Remember: you cannot appeal to everyone no matter how desperately you want to.

An audience of 'everyone' is not a strategy for success it is a recipe for failure.

The more clearly you can define your audience in the beginning the more chance you will have of effectively communicating with them.

Who is your key audience?

One of the most important early lessons you can learn in branding is that your audience is not who you think they are!

Who are they?

Are they male, female, young, old, do they have certain tastes, expectations, problems, and dreams. How do they feel, what do they want, and what keeps them awake at night.

Understanding who your audience is and is not and why they should come to you is critical to building a successful business and brand.

If you don't know who your customer is you can't sell to them.

When defining your audience Make sure your key 'core' audience is where the money is? After all we are in business to make a living not to starve.

If you know what your customers want most and what you do best, then the point at which these two meet is where you build your brand.