

How to build a brand ...
Positioning statement !

*The concept and
outcome
of working with you.*

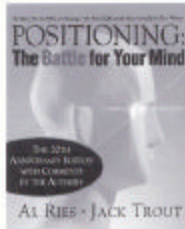
WALDF
Book, business.

Branding involves:

- Vendors
- Employees
- Board Members
- Advertisers
- ANYONE who plays a role



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