



## EPISODE 1 - DONYA BUTLER

### BRAND YOUR BUSINESS IN 2021

#### WHAT IS A BRAND?

It is more than a logo.

It is an experience that a consumer has with your company.

It is an interaction that encompasses everything from a "hello" to packaging to an online customer journey with a customized "thank you."

To be successful, it must include a consistent message, look and feel.

It's a promise kept.

#### WHERE DO I START?

Brainstorm all of the reasons why you do what you do.

Share it with people you trust to give you honest feedback.

Define your passion into a mantra.

Hire a professional to design a conceptual logo that connects a visual to your why.

#### HOW DO I DO IT RIGHT?

Consider what resonates with you as a consumer and realize that we all want the same experience.

Share your manta with the world through your words and actions.

Put your heart before your ego.

#### HOW WILL I KNOW IT'S WORKING?

Consumers will become your brand ambassadors because they feel connected to your business in a meaningful way.

#### WHERE CAN I SEE AN EXAMPLE OF THIS IN ACTION?

Check out this video we produced for LEDA featuring Picoso's Mexican Kitchen:

<https://www.designenvy.com/portfolio/video/>

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