

Put the “Bling” into Your Brand

Audio Handout



Karen Saunders, BFA
*Project Manager
& Creative Director*



*Your Branding, Marketing
& Self-Publishing Team™*

What is Visual Branding?

What is Involved in the Branding Process?

1. _____
2. _____
3. _____

Why Do You Need Branding?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

The Logo Design Process



SYSTEMS

Integrate abstract shapes into letters



Reverse out areas (negative space)

**Doug Stevenson
UNLIMITED**



Use distinctive symbols and colors

concord

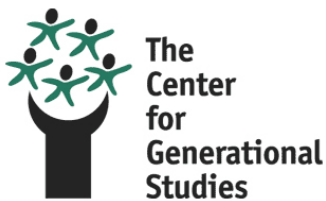


metal, inc.

Repeat patterns and shapes that complement the font



Interweave or overlap letters; use symbolic meaning of color



Play with double meaning on symbols



Try 3D effects



Simulate movement and flow with shapes and fonts

Components of a Visual Branding Package

Case Study: Kristie T.

Web site



The screenshot shows the top portion of a website. At the top left is a circular portrait of Kristie T. To its right, the name "Kristie T." is written in a large, white, serif font. Further right, the tagline "Money Making Strategies for Breakthrough Success on the Internet" is displayed in a smaller, white, sans-serif font. Below this is a horizontal navigation bar with links: "Main", "About", "Presentations", "Media Kit", "Free Stuff", "Shop", and "Contact".

**Did you start your business to fulfill a long held dream?
Are you struggling to succeed in your online business?**

Let Kristie T show you how to make money and enjoy greater success as an entrepreneur. Kristie works with independent professionals and entrepreneurs who want to take their online business to the next level.

Kristie T provides actionable strategies and the how-to you need to profit with your small business. Her programs and products will jumpstart your thinking as well as teach you key strategies for building your bottom line.

Don't wait another moment to enjoy breakthrough results for your business!

Call today at 847-244-8450 or click here to request information on Kristie's [speaking programs](#), [branded website design services](#) and [entrepreneurial "how to" success products](#).

[Main](#) | [About](#) | [Presentations](#) | [Corporate Spokesperson](#)
[Media Kit](#) | [Free Stuff](#) | [Shop](#) | [Contact](#)

Kristie T — Author, Speaker, Consultant.

MEMBER
NSA Kristie is a proud member of the National Speakers Association

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Business card



The business card features a circular portrait of Kristie T. on the left. To its right, the name "Kristie T." is written in a large, white, serif font. Below the name, the text "Best-selling Author, Speaker, Consultant" is written in a smaller, white, sans-serif font. The background of the card is a light blue gradient with a subtle pattern.

Kristie Tamsevicius **www.BrandingontheNet.com**

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*Money Making Strategies
for Breakthrough Success
on the Internet*

Letterhead

(Printed in 3-colors to save money)



Kristie T.
Money Making Strategies
for Breakthrough Success
on the Internet
Best-selling Author, Speaker, Consultant

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One sheet (front and back)



Kristie T.
Money Making Strategies for Breakthrough Success on the Internet

Most Requested Programs

Websites that SELL! 5 C's to Seizing Greater Website Profits
Did you ever wonder why some websites make millions of dollars in online sales while others barely make enough sales to keep your business afloat? And did you ever wonder why some website owners get the wealthy customers, get more leads, and command higher fees? This program helps audiences to learn proven strategies that they can immediately apply to their own website to reach greater heights of success.

Brand your Way to BIGGER Profits
What would you say if you had the opportunity to learn step-by-step how the world's top consultants brand themselves on the Internet? In this program, Kristie T. reveals specific techniques anyone can use to build a branded web sites that positions you as the top superstar in the industry. You'll learn step-by-step how to create a web site that builds credibility, boosts sales, and makes the media fall in love with you. This program forever change the way you communicate your brand online. Are you ready to be a lavishly paid, in-demand expert?

Make Money with a Home Business You Love
Discover your personal ambition and learn about the "hottest" at home job opportunities when author, writer and small business expert, Kristie Tamsevicius hosts this informative seminar on working from home. Why is having a passion about a home business so important? What are the best ways to fund the business? What are the industry's current trends? Find the answers to these questions and many more while charting a course to home business success!

Kristie Tamsevicius is Known for Helping People Get Results on the Internet
Kristie Tamsevicius is a marketing phenomenon whose brand of business advice has been featured on every national television network, CNN, Crain's Chicago Business, Dr. Laura, and radio shows around the country. She is also a featured panelist on the USA Today panel of small business experts.

She is author of the bestselling book, *I Love My Life: A Mom's Guide to Working from Home* and co-contributor to the soon to be released book *Build it Big 2: 101 Insider Secrets from Top Direct Selling Experts*. As the founder of Webmomz.com, her national organization for work at home parents, Kristie helps thousands of individuals make their dreams of owning a home business, a reality. As an online business consultant, Kristie helps business owners to skyrocket their website profits. A sought after speaker, she has presented to audiences from coast to coast. Kristie is a member of the National Speakers Association and Toastmasters.

Best-selling Author, Speaker, Consultant

MEMBER NSA



Learn how to dominate your market, grow your business, double your revenues, and enjoy greater success!

Kristie T. is a veritable gold mine of practical wisdom. She provides actionable strategies and the how-to you need to profit on the Internet. Her programs will jumpstart your thinking as well as teach you key strategies for building your business online.

Working in close partnership with your organization, Kristie discovers your business needs, creates a custom tailored strategy, and delivers a solution that produces an enviable return on your investment. Your people leave the meeting energized, motivated, and eager to put their newfound insights into action.

Kristie's business building programs guide you to:

- Unleash the hidden profits on your website.
- Double your profits in half the time.
- Turn your business into an irresistible brand of choice.
- Command repeat business and create lifelong, loyal customers.
- Realize greater market share and influence.
- Transform your business into a customer magnet.
- Become the number one recognized business in your industry.
- Create endless referrals with a powerful "word of mouth" army.
- Stabilize your profits with recession proof income.

What audiences are saying about Kristie T. . .

"Great job with the presentation! I especially liked your comments about how emotion sells, which is a great lesson for our finance leaders members. It is so easy for finance people to get factual and leave that part out. Your four steps towards creating an emotional sale are very useful. I am very impressed! Perhaps blown away might be more appropriate to say! What you have done is far beyond what I imagined!"
— Jon Paul, President, Finance Leaders Association

"It takes ability, knowledge, and talent to express ideas in a way that is both informative and entertaining. My personal thanks to you for your time and effort that went into the program. Communications with you made planning this event a breeze. It's truly a pleasure to work with a speaker of your caliber. Your contribution was immeasurable."
— Marci Burger, Programming Director

Money Making Strategies for Breakthrough Success on the Internet

www.KristieT.com • OFFICE 847-244-8450 • CELL 847-682-8284



Tag Lines That Tell it All

Examples

Nike — Just Do it

Allstate — You're in good hands with...

Craftsman — Makes Anything Possible

Econo Lodge hotel chain — Spend a night, not a fortune

Bounty paper — The Quilted Quicker Picker-Upper

Kentucky Fried Chicken — Finger lickin good

Chevy Trucks — Like a rock

Federal Express — The World On Time

Saturn — A Different Kind of Car Company

5 Questions to Ask Before Creating a Tag Line

1. _____
2. _____
3. _____
4. _____
5. _____

The Tag Line Process



Your Branding, Marketing & Self-Publishing Team™

Building a Better Business Card

Harry's Lawncare Services 

(303) 555-1234
Harry Whitcomb, Jr.
Mowing, aerating, tree trimming

123 Main Street
Anywhere, Colorado

FAMILY OWNED BUSINESS FOR 30 YEARS
Call any day of the week 7:00 am to 6:00 pm



What's wrong with this business card?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____



The Center for Generational Studies

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Suite 3000
Aurora, CO 80014
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Phone: 303.617.7202
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Robert Wendover
Director

Tips for creating great business card designs

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

JULIE WASSOM
The Speaker Whose Message Means Business



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Resources

1. _____
2. _____
3. _____
4. _____
5. *Turn Eye Appeal into Buy Appeal* book by Karen Saunders

What are the 3 Most Important Components of Visual Branding?

1. _____
2. _____
3. _____