



# THE BRIEFING ROOM

*By Business. About Business. For Business.*  
*July 30, 2013*

## ***Make Your Brand Known, Three Simple Tips***

***By John Pinnington***  
*Owner, AA Printing Service*



As a business owner, one is convinced that their business will make an impact, serve a great need, and be a money maker. But, how do you get the word out?

The key is marketing. Making your brand and your product known to others. Some business owners handle this with finesse. For others, it is quite a hard obstacle to overcome.

People might expect that the product can and will sell on its own. Sometimes entrepreneurs think all they have to do is let a few people know that they've got something to sell or offer and the clients will come in. Nothing could be further from the truth. Here are three tips you need to market your business:

**Be consistent.** Keep your marketing materials looking the same. Colors, fonts, logo. The same across the board. Make your website URL and email addresses match your business name. Consistency highlights the professional caliber of your business!

**Go social!** Even if you hate it. Technology is overwhelming, even daunting at times. And, if you are still struggling on how to incorporate social media into your business, don't be afraid to ask someone for help. Facebook, Twitter, LinkedIn, Google+, etc. can be easy for you to understand. Display the goods and services your business offers. Incorporate photos, coupons, and videos.

**Network, network, and network some more.** You're not just a business owner but also a politician, in a way, trying to convince people to like you and your business. Join local chambers of commerce, networking organizations, and parties related to your profession. Bring business cards, an honest smile on your face, and sincere handshakes.

Deliver a great product and follow these tips. You'll be on your way to building a brand, a business, and great rewards for you and your clients!



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