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Making Your Brand Work For You: 3 Steps to a Strong, Compelling Brand that Attracts the Clients you Actually Want

Instructor: Amanda Welu

1. What should your brand do for you?

- Make your company famous
- Attract your ideal client
- Confuse people
- Attract budget conscious clients

2. What is one of the small firm pains?

- Poor branding
- Simultaneous marketing and business development
- Education
- Virtual staff

3. What is the brand persona?

- The brand avatar
- The designer who created the branding
- A set of human characteristic connected to the brand

4. What should an origin story be centered around?

- Who you are
- What your firm does
- Moments or exciting events that made you change directions

5. What is one threat to your brand you should be aware of

- Hiring people who don't identify with your brand
- The cost of branding and identify
- Competitor brands
- Your brand origin

Full Name:

AIA Member Number (required):