

Branding is probably one of the most important things you will do in the beginning stages of your business, if not THE most important.

So why do most people rush through it?

When you're starting out, there's a lot to do. What will my name be? Is the domain available? Where do I register it? What type of company should it be? Should I get hosting for three years or one?

I GET IT, THERE'S A LOT TO DO!

However, most people don't understand the importance of establishing a cohesive brand right away and how much influence it has on the rest of your business. They don't understand how it can simplify the countless decisions you will have to make immediately and later on down the road and not just regarding design but in business as a whole.

CLARITY will come to your aid with all of these decisions, big and small and it will guide your steps too.

So let's dive in and learn 3 very simple steps you can take to get crystal CLEAR on what your company, your offering or even you represent and how you can use this CLARITY to make the right decisions for your business and your brand.