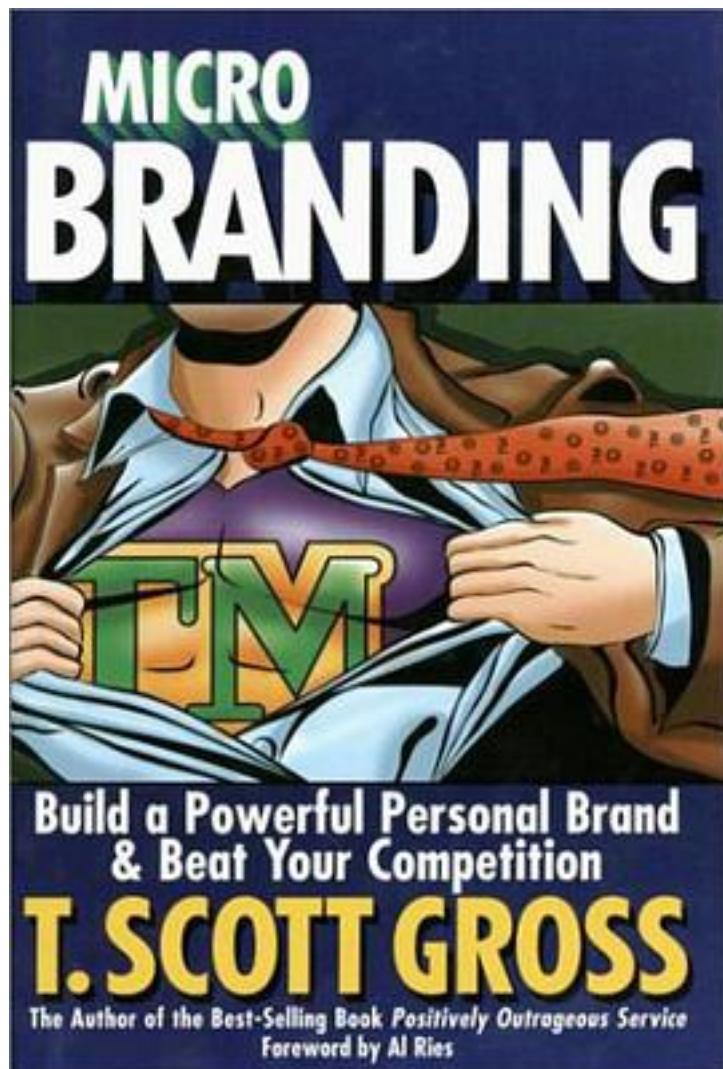


# Microbranding



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In an over-marketed, highly competitive age getting noticed isn't easy. We are drowning in a sea of message yet gasping for attention. Yet most of us compete on a personal or local level. So why not use the big brand techniques to really stand out? MicroBranding is the simple process of owning a tiny corner in the mind of someone you want to impress. It could be your spouse, your boss, or your customer. The truth is that if they know your name at all, you already have a brand. A MicroBrand is a highly focused, personal or local brand built with clever public relations, innovative, targeted marketing and strategic networking. MicroBrands are efficient, local, and often rely on individual personality. Great marketers have to master the emotional side of the marketing business. They cannot be all logic and no feelings. If your marketing strategy doesn't feel right inside of you, if you can't express it in a passionate, emotional way, it probably won't work on the outside either. MicroBranding explores this concept in detail and shows us how to actively develop and manage our brands. MicroBranding will teach you how to create, build, manage, and protect a powerful personal or local brand.

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