

smallbizchat

7:44 AM	smallbizlady:	Join us for the 1st #smallbizchat of 2010 on tonight 8-9pm ET w/ Erin Ferree @elfdesign on developing your biz brand
7:44 AM	yourjobmyoffice:	Join us tonight to kickoff first #Smallbizchat of 2010 = Wed 1/6/10 8-9pm ET w/ @elfdesign Developing Your Small Business Brand #in
7:45 AM	smallbizlady:	Today is my favorite day of a week-- tonight is #smallbizchat 8-9pm ET join us on tweetgrid.
7:54 AM	yourjobmyoffice:	Win a Year of FREE Business Coaching From Melinda Emerson ?SmallBizLady? http://networkedblogs.com/p23210415 #smallbiz #smbiz #smallbizchat
8:58 AM	CathyWebSavvyPR:	Join us tonight to kickoff first #Smallbizchat of 2010 = Wed 1/6/10 8-9pm ET w/ @elfdesign Developing Your Small Business Brand
8:59 AM	leoraw:	RT @CathyWebSavvyPR: Tonight kickoff 1st #Smallbizchat of 2010 = Wed 1/6/10 8-9pm ET w/ @elfdesign Developing Your Small Business Brand
8:59 AM	smallbizchat:	Join us tonight 8-9pm ET for the 1st #smallbizchat of 2010 w/ Erin Ferree @elfdesign on developing your biz brand
8:59 AM	smallbizlady:	Join us tonight 8-9pm ET for the 1st #smallbizchat of 2010 w/ Erin Ferree @elfdesign on developing your biz brand
9:09 AM	jessienuez:	RT @smallbizlady: Join us tonight 8-9pm ET for the 1st #smallbizchat of 2010 w/ Erin Ferree @elfdesign on developing your biz brand
9:18 AM	smallbizlady:	#Smallbizchat has a Linkedin group! Join us today or tonight. http://bit.ly/smallbizchatonlinkedin
9:18 AM	smallbizchat:	For even more great content #Smallbizchat has a Linkedin group! Join us today or tonight. http://bit.ly/smallbizchatonlinkedin
10:14 AM	smallbizlady:	#Smallbizchat is back tonight 8-9pm ET w/ Erin Ferree @elfdesign on developing your biz brand
10:47 AM	JDEbberly:	RT @smallbizlady: #Smallbizchat has a Linkedin group! Join us today or tonight. http://bit.ly/smallbizchatonlinkedin
2:01 PM	CathyWebSavvyPR:	RT @smallbizlady: #Smallbizchat has a Linkedin group! Join us. http://bit.ly/smallbizchatonlinkedin
2:01 PM	CathyWebSavvyPR:	#Smallbizchat is back tonight 8-9pm ET w/ Erin Ferree @elfdesign on developing your biz brand(ing)
2:12 PM	smallbizlady:	#Smallbizchat has a Linkedin group! Join us. http://bit.ly/smallbizchatonlinkedin
2:17 PM	smallbizlady:	Tonight on #SmallBizChat 8-9pm ET @elfdesign a branding expert for small biz. Use Tweetgrid link http://is.gd/5O4DN

smallbizchat

2:23 PM	sharonmostyn:	RT @smallbizlady: Tonight on #SmallBizChat 8-9pm ET @elfdesign a branding expert for small biz. Use Tweetgrid link http://is.gd/5O4DN
4:25 PM	CathyWebSavvyPR:	Tonight on #SmallBizChat 8-9pm ET @elfdesign a branding expert for small biz. Use Tweetgrid link http://is.gd/5O4DN
4:51 PM	smallbizlady:	#Smallbizchat has a Linkedin group! Join us tonight. http://bit.ly/smallbizchatonlinkedin
4:52 PM	searchguru:	RT @CathyWebSavvyPR: Tonight on #SmallBizChat 8-9pm ET @elfdesign a branding expert for small biz. Use Tweetgrid link http://is.gd/5O4DN
5:09 PM	yourjobmyoffice:	RT @CathyWebSavvyPR: Tonight on #SmallBizChat 8-9pm ET @elfdesign a branding expert for small biz. Use Tweetgrid link http://is.gd/5O4DN
5:20 PM	Lifes Dash:	RT @smallbizlady: #Smallbizchat has a Linkedin group! Join us tonight. http://bit.ly/smallbizchatonlinkedin
5:21 PM	smallbizlady:	After dinner join #SmallBizChat 8-9pm ET @elfdesign a branding expert for small biz. Use Tweetgrid link http://is.gd/5O4DN
5:24 PM	janenb:	RT @smallbizlady After dinner join #SmallBizChat 8-9pm ET @elfdesign a branding expert for small biz. Use Tweetgrid link http://is.gd/5O4DN
5:28 PM	CathyWebSavvyPR:	After dinner join #SmallBizChat 8-9pm ET @elfdesign a branding expert for small biz. Use Tweetgrid link http://is.gd/5O4DN
5:30 PM	Lifes Dash:	RT@CathyWebSavvyPR:After dinner join #SmallBizChat 8-9p ET @elfdesign a branding expert for small biz. Use Tweetgrid link http://is.gd/5O4DN
5:33 PM	smallbizchat:	#Smallbizchat has a Linkedin group! Join us! http://bit.ly/smallbizchatonlinkedin
5:38 PM	donlafferty:	RT @smallbizlady: Join #SmallBizChat 8-9pm ET @elfdesign a branding expert for small biz. Use Tweetgrid link http://is.gd/5O4DN #140conf
6:43 PM	CASUDI:	@CathyWebSavvyPR Trying to catch up so I can join U on #smallbizchat at 8ET ~ subject Branding for small biz with @elfdesign
6:48 PM	BlakeGroup:	RT @smallbizlady: Join #SmallBizChat 8-9pm ET @elfdesign a branding expert for small biz. Use Tweetgrid link http://is.gd/5O4DN #140conf
7:03 PM	smallbizlady:	1hr til #SmallBizChat 8-9pm ET @elfdesign a branding expert for small biz. Use Tweetgrid link http://is.gd/5O4DN
7:04 PM	blackvibes:	RT @smallbizlady 1hr til #SmallBizChat 8-9pm ET @elfdesign a branding expert for small biz. Use Tweetgrid link http://is.gd/5O4DN
7:07 PM	yourjobmyoffice:	RT @smallbizlady: 1hr til #SmallBizChat 8-9pm ET @elfdesign a branding expert for small biz. Use Tweetgrid link http://is.gd/5O4DN

Transcript prepared and furnished by Sonia Schenker: <http://YourJobMyOffice.com>

#smallbizchat facebook page: <http://www.facebook.com/smallbizchat>

<http://twitter.com/YourJobMyOffice>

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7:28 PM	CathyWebSavvyPR:	tonight 8 - 9p ET ET #SmallBizChat @elfdesign a brand design for small biz/start-ups. Tweetgrid link http://is.gd/5O4DN
7:28 PM	Lifes_Dash:	RT @CathyWebSavvyPR: tonight 8 - 9p ET ET #SmallBizChat @elfdesign a brand design for small biz/start-ups. Tweetgrid link http://is.gd/5O4DN
7:45 PM	merylevans:	RT @CathyWebSavvyPR: tonight 8 - 9p ET @elfdesign a brand design for small biz/start-ups. Tweetgrid link http://is.gd/5O4DN #smallbizchat
7:51 PM	CathyWebSavvyPR:	Thx for the #smallbizchat RTs @merylevans @Lifes_Dash @blackvibes @BlakeGroup @CASUDI @donlafferty @janenb @searchguru 8p ET #SmallBizChat
7:52 PM	smallbizlady:	I'm getting real-time search results at TweetGrid http://tweetgrid.com/ #SmallBizChat
7:53 PM	CathyWebSavvyPR:	@smallbizlady Tweetgrid seems a bit slow tonight - it dropped one of m tweets - let's hope it's smooth #SmallBizChat
7:53 PM	smallbizlady:	Tonight on #smallbizchat "Brand Design For Start-Up Businesses" Join us now! #SmallBizChat
7:54 PM	wvpmc:	@CathyWebSavvyPR last night twitter's api overload completely stopped tweetchat + tweetgrid - hopefully not again tonight! #smallbizchat
7:55 PM	DryerBuzz:	RT @smallbizlady: Tonight on #smallbizchat "Brand Design For Start-Up Businesses" Join us now! #SmallBizChat
7:56 PM	smallbizlady:	Tonight's #SmallBizChat w/ @elfdesign on Developing your Small Biz Brand. Tweetgrid link http://is.gd/5O4DN
7:56 PM	elfdesign:	Join me right now for #smallbizchat: "Brand Design for Start-Up Businesses" Use Tweetgrid link http://is.gd/5O4DN #SmallBizChat
7:57 PM	deniseoberry:	Join #SmallBizChat 8-9pm ET @elfdesign a branding expert for small biz. Use Tweetgrid link http://is.gd/5O4DN <- starting now!
7:57 PM	yourjobmyoffice:	RT @elfdesign: Join me right now for #smallbizchat: "Brand Design for Start-Up Businesses" Use Tweetgrid link http://is.gd/5O4DN #Small ...
7:58 PM	smallbizlady:	How to participate in #SmallBizChat: http://bit.ly/S797e
7:58 PM	smallbizlady:	Welcome to #SmallBizChat, a weekly conversation where emerging small business owners can get answers to their questions
7:59 PM	PowerfulHER:	RT @smallbizlady: Tonight on #smallbizchat "Brand Design For Start-Up Businesses" Join us now! #SmallBizChat
7:59 PM	MediaCollective:	Heading into Chat at #SmallBizChat talking about Brand Design

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7:59 PM	smallbizlady:	Tonight?s guest Erin Ferree @elfdesign a branding expert who develops logos, graphics and websites that make small biz shine. #SmallBizChat
8:00 PM	smallbizlady:	#SmallBizChat is hosted by @SmallBizLady Melinda Emerson, a veteran entrepreneur and smallbiz coach based in Philly.
8:00 PM	smallbizlady:	Ready to start a business? Check out 10 Things To Do Before Going Into Business http://bit.ly/4QHicO #SmallBizChat
8:00 PM	CathyWebSavvyPR:	.@DryerBuzz @deniseoberry @wvpmc @MediaCollective @PowerfulHER @Welcome to the the chat folks - we're gearing up #SmallBizChat
8:00 PM	craiglandes:	RT @smallbizlady: Tonight on #smallbizchat "Brand Design For Start-Up Businesses" Join us now! #SmallBizChat
8:00 PM	CathyWebSavvyPR:	RT @smallbizlady: #SmallBizChat is hosted by @SmallBizLady Melinda Emerson, a veteran entrepreneur and smallbiz coach based in Philly.
8:00 PM	smallbizlady:	#Smallbizchat has a Facebook fan page. http://facebook.com/smallbizchat Are you a fan yet? #SmallBizChat
8:01 PM	CathyWebSavvyPR:	tonight 8 - 9p ET @elfdesign a brand design for small biz/start-ups. Tweetgrid link http://is.gd/5O4DN #smallbizchat #SmallBizChat
8:01 PM	yourjobmyoffice:	RT @smallbizlady: #Smallbizchat has a Facebook fan page. http://facebook.com/smallbizchat Are you a fan yet? #SmallBizChat
8:01 PM	BlakeGroup:	RT @smallbizlady #Smallbizchat has a Facebook fan page. http://facebook.com/smallbizchat Are you a fan yet? #SmallBizChat
8:01 PM	smallbizlady:	Welcome to my co-host and social media PR pal @CathyWebSavvyPR and my virtual assistant Sonia @YourJobMyOffice #SmallBizChat
8:01 PM	Qworky:	#SmallBizChat w/ @elfdesign on Developing your Small Biz Brand is beginning. Tweetgrid link: http://is.gd/5O4DN
8:02 PM	smallbizlady:	Q: What is the focus of #smallbizchat? #SmallBizChat
8:02 PM	smallbizlady:	A: The goal of #smallbizchat is to end small business failure by helping you succeed as your own boss. #SmallBizChat
8:02 PM	CathyWebSavvyPR:	I'll be tweeting quite a bit for the next hour while I'm on #SmallBizChat - sorry
8:02 PM	smallbizlady:	Last 5 minutes will be available for pitches AKA your 140 character commercials. So be ready. Participants only please. #SmallBizChat
8:02 PM	CathyWebSavvyPR:	@smallbizlady thanks glad to be here #SmallBizChat
8:03 PM	yourjobmyoffice:	Welcome all to the first #smallbizchat of what promises to be a fantastic year!

Transcript prepared and furnished by Sonia Schenker: <http://YourJobMyOffice.com>

#smallbizchat facebook page: <http://www.facebook.com/smallbizchat>

<http://twitter.com/YourJobMyOffice>

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8:03 PM	Qworky:	RT @smallbizlady: guest Erin Ferree @elfdesign branding expert, develops logos, graphics & websites that make small biz shine. #SmallBizChat
8:03 PM	smallbizlady:	Win 25K worth of FREE coaching from Melinda Emerson "SmallBizLady" link here http://bit.ly/5VJ73S #SmallBizChat
8:03 PM	yourjobmyoffice:	RT @smallbizlady: A: The goal of #smallbizchat is to end small business failure by helping you succeed as your own boss. #SmallBizChat
8:03 PM	smallbizlady:	We will put out a transcript on @smallbizchat tonight after the show; so don't worry if you miss a tweet or two. #SmallBizChat
8:03 PM	smallbizlady:	Welcome again to tonight's guest @elfdesign on Developing your Small Biz Brand. Tweetgrid http://is.gd/5O4DN to join in #SmallBizChat
8:03 PM	CathyWebSavvyPR:	@GetResults @Qworky Welcome to the chat - #SmallBizChat
8:04 PM	SmartChoiceVA:	will tweet-flood - my apologies. I'm on #SmallBizChat
8:04 PM	elfdesign:	Hi everyone! It's great to be here! #smallbizchat #SmallBizChat
8:04 PM	smallbizlady:	Q1 What Is Brand Design? #SmallBizChat
8:04 PM	CathyWebSavvyPR:	@GetResults Save that for that for the end - we introduce ourselves a the end! #SmallBizChat
8:04 PM	CathyWebSavvyPR:	.@SmartChoiceVA Welcome to the chat #SmallBizChat
8:05 PM	SmartChoiceVA:	I'm searching for #SmallBizChat live on TweetGrid Search - http://tweetgrid.com/search?q=%23SmallBizChat
8:05 PM	elfdesign:	A1 Brand Design means that you first create the Brand Story of your company: the story of your company. #SmallBizChat
8:05 PM	MediaCollective:	RT @smallbizlady: Q1 What Is Brand Design? #SmallBizChat
8:05 PM	CathyWebSavvyPR:	RT @smallbizlady: Q1 What Is Brand Design? #SmallBizChat
8:05 PM	CathyWebSavvyPR:	@SmartChoiceVA Tweetgrid http://is.gd/5O4DN #SmallBizChat
8:05 PM	elfdesign:	A1b You design your graphics and visuals for your company to tell your company's story to your best potential clients. #SmallBizChat
8:05 PM	leoraw:	RT @smallbizlady: Q1 What Is Brand Design? #SmallBizChat
8:05 PM	CathyWebSavvyPR:	RT @elfdesign: A1 Brand Design means that you first create the Brand Story of your company: the story of your company. #SmallBizChat
8:05 PM	TNSinc:	I'm getting real-time search results at TweetGrid http://tweetgrid.com/ #SmallBizChat
8:06 PM	SmartChoiceVA:	Good evening everyone @ #SmallBizChat

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8:06 PM	smallbizlady:	A1 Your brand design is the professional image you want to project about your small business #SmallBizChat
8:06 PM	smallbizlady:	@TNSinc welcome to the chat #SmallBizChat
8:07 PM	smallbizlady:	Q2 Why do start-up businesses need to design a brand? #SmallBizChat
8:07 PM	SPARKWisdom:	I'm following #SmallBizChat on tweetgrid
8:07 PM	yourjobmyoffice:	RT @smallbizlady: @TNSinc welcome to the chat #SmallBizChat
8:07 PM	Qworky:	RT @elfdesign: Brand Design means that you first create the Brand Story of your company: the story of your company. #SmallBizChat
8:07 PM	elfdesign:	A2 Designing a brand helps your business look established, stable and successful. #SmallBizChat
8:07 PM	CathyWebSavvyPR:	RT @smallbizlady: Q2 Why do start-up businesses need to design a brand? #SmallBizChat
8:07 PM	CathyWebSavvyPR:	@SPARKWisdom welcome to the chat - #SmallBizChat
8:08 PM	elfdesign:	A2b A Brand also helps you look trustworthy, dependable and like a ?real? business. #SmallBizChat
8:08 PM	yourjobmyoffice:	@SPARKWisdom thanks for joining #smallbizchat tonight.
8:08 PM	wvpmc:	@smallbizlady Q2 maybe the question should be why do start up businesses need to incorporate design into their brand #smallbizchat
8:08 PM	CathyWebSavvyPR:	RT @elfdesign: A2b A Brand also helps you look trustworthy, dependable and like a ?real? business. #SmallBizChat
8:08 PM	smallbizlady:	Q3 What else can a brand do? #SmallBizChat
8:09 PM	TNSinc:	A2 Branding gives a boost to your street creds. #SmallBizChat
8:09 PM	elfdesign:	@BlakeGroup A company's name is definitely a big part of branding - but brand design is more visual. #SmallBizChat
8:09 PM	Qworky:	Should act like "real biz" too. RT @elfdesign: A Brand also helps you look trustworthy, dependable and like a ?real? business. #SmallBizChat
8:09 PM	GetResults:	@MediaCollective Hey, June, good to see you. #smallbizchat
8:10 PM	elfdesign:	A3 A brand contributes to your business's visibility, credibility and memorability. #SmallBizChat
8:10 PM	craiglandes:	that's the plan! RT @CASUDI A2 A small BIZ brand will differentiate the BIZ from the competition #smallbizchat
8:10 PM	merylevans:	Simple and fun way to put it. RT @TNSinc: A2 Branding gives a boost to your street creds. #smallbizchat

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8:10 PM	elfdesign:	A3b An effective brand makes you instantly recognizable, believable and helps keep you top-of-mind with potential clients. #SmallBizChat
8:10 PM	DryerBuzz:	RT @elfdesign: A2 Designing a brand helps your business look established, stable and successful. #SmallBizChat
8:10 PM	SPARKWisdom:	I'm getting real-time search results at TweetGrid http://tweetgrid.com/ #SmallBizChat
8:10 PM	TNSinc:	A2ish In past start-ups I have ignored branding, because I knew they were going to be short term ventures. #SmallBizChat
8:10 PM	SmartChoiceVA:	@GetResults howdy! #SmallBizChat
8:10 PM	yourjobmyoffice:	RT @elfdesign: A3 A brand contributes to your business's visibility, credibility and memorability. #SmallBizChat
8:11 PM	MediaCollective:	Q1 Brand is also your businesses promise & benefit 2 customers and helps to set you apart from competitors #SmallBizChat
8:11 PM	MediaCollective:	@GetResults Great to see you to my friend :) #SmallBizChat
8:11 PM	CASUDI:	@elfdesign Appearing credible early on in a biz can make the difference ~ #smallbizchat
8:11 PM	BlakeGroup:	A3 Ideally, a good brand sets accurate expectations for customer/client about company. Like "voice" when writing. #smallbizchat
8:11 PM	craiglandes:	to be clear, sounds like we're talking of brand as visual identity and not overall "experience" yes? #smallbizchat
8:12 PM	sheenambrack:	Hi all. #SmallBizChat
8:12 PM	smallbizlady:	RT @wvpmc: @smallbizlady Q2 maybe the question should be why do start up businzes need to incorporate design into their brand #SmallBizChat
8:12 PM	sheenambrack:	#SmallBizChat
8:12 PM	CathyWebSavvyPR:	A2 If you can match your design to the heart & soul of your biz, the design can reinforce yr strengths #SmallBizChat
8:12 PM	CASUDI:	Said it better then I RT @merylevans: Simple and fun way to put it. RT @TNSinc: A2Branding gives a boost to your street creds. #smallbizchat
8:12 PM	merylevans:	@craiglandes Visual is only a smart part. They're talking overall. #smallbizchat
8:12 PM	smallbizlady:	RT @craiglandes: to be clear, sounds like we're talking of brand as visual identity and not overall "experience" yes? #SmallBizChat
8:13 PM	CathyWebSavvyPR:	@craiglandes @sheenambrack welcome to the chat - #SmallBizChat
8:13 PM	elfdesign:	@craiglandes Yes, tonight we're talking about Brand Design - in the sense of a company's brand identity. #SmallBizChat

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8:13 PM	TNSinc:	@merylevans Isn't business supposed to be fun, unless you are doing it wrong! #SmallBizChat
8:13 PM	elfdesign:	@craiglandes The overall experience of a brand is important, as well - but that's a different part of the brand umbrella. #SmallBizChat
8:13 PM	smallbizlady:	How to participate in #SmallBizChat: http://bit.ly/S797e
8:13 PM	NicolePRexec:	Bummed that I missed #SmallBizChat - such great ideas from that group!
8:13 PM	CathyWebSavvyPR:	RT @elfdesign: @craiglandes Yes, tonight we're talking about Brand Design - in the sense of a company's brand identity. #SmallBizChat
8:14 PM	CASUDI:	@CathyWebSavvyPR Yes your BAND should and can tell your story #smallbizchat
8:14 PM	smallbizlady:	If you know a small business owner who could use some advice tell them to follow @SmallBizChat and join us on Wed 8-9 ET #SmallBizChat
8:14 PM	MichaelWillett:	RT @elfdesign A3b Effective brand makes U instantly recognizable, believable& helps keep U top-of-mind with potential clients #SmallBizChat
8:14 PM	GetResults:	@wvpmc Q2 design also means a consistent definition, presentation, approach. The less confusion, the faster it's known #smallbizchat
8:14 PM	smallbizlady:	Q4 How should a start-up business or small business go about designing a brand? #SmallBizChat
8:14 PM	elfdesign:	@craiglandes Branding is a cohesive thing - you need to align the brand visuals, message and experience #SmallBizChat
8:15 PM	SPARKWisdom:	@yourjobmyoffice @CathyWebSavvyPR Glad to be joining! #smallbizchat
8:15 PM	CASUDI:	@CathyWebSavvyPR Yes your BRAND should and can tell your story #smallbizchat [correct]
8:15 PM	TNSinc:	@merylevans Short term because the tech was changing so fast that down the road the product and platform no longer existed #SmallBizChat
8:15 PM	elfdesign:	A4 There's a simple, 3-step Brand Design process for small businesses and start-ups. #SmallBizChat
8:16 PM	CathyWebSavvyPR:	.@elfdesign @craiglandes we are approaching branding from a design perspective, but we are relating it 2larger branding issues #SmallBizChat
8:16 PM	MediaCollective:	RT @elfdesign: @craiglandes Branding is a cohesive thing - you need to align the brand visuals, message and experience #SmallBizChat
8:16 PM	elfdesign:	A4b . 1. Brand Story. Define who you are, what you do, your difference, and your ideal clients. #SmallBizChat

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8:16 PM	smallbizlady:	RT @CASUDI: @CathyWebSavvyPR Yes your BRAND should and can tell your story #SmallBizChat
8:16 PM	merylevans:	Agreed RT @elfdesign: @craiglandes Branding is a cohesive thing - you need to align the brand visuals, message and experience #smallbizchat
8:16 PM	BlakeGroup:	RT @CASUDI @CathyWebSavvyPR Yes your BRAND should and can tell your story #smallbizchat
8:16 PM	CathyWebSavvyPR:	RT @elfdesign: @craiglandes Branding is a cohesive thing - you need to align the brand visuals, message and experience #SmallBizChat
8:16 PM	elfdesign:	A4c 2. Brand Design. Design your logo to communicate: who you are, what you do, & your difference TO your ideal clients. #SmallBizChat
8:17 PM	elfdesign:	A4d 3. Brand Consistency. Develop a consistent Visual Vocabulary to connect print & online marketing for brand recognition. #SmallBizChat
8:17 PM	yourjobmyoffice:	RT @elfdesign: A4b . 1. Brand Story. Define who you are, what you do, your difference, and your ideal clients. #SmallBizChat
8:17 PM	TNSinc:	A4 Brand design is best when it evolves naturally, a manufactured brand is like shoes that don't quite fit. #SmallBizChat
8:18 PM	MediaCollective:	RT @TNSinc: A4 Brand design is best when it evolves naturally, a manufactured brand is like shoes that don't quite fit. #SmallBizChat
8:18 PM	Qworky:	Agree with @CASUDI, your brand should and can tell your story. Makes company/small business resonate much more. #SmallBizChat
8:18 PM	elfdesign:	@CASUDI Great point! Credibility early in the business can make everything easier! #SmallBizChat
8:19 PM	craiglandes:	some are more adept at natural brand "evolution" and some are less, so this process seems helpful #smallbizchat
8:19 PM	SmartChoiceVA:	does aesthetic make a difference in branding? #SmallBizChat
8:19 PM	smallbizlady:	Q5 How can a company?s Brand Design communicate their Brand Story to their customers? #SmallBizChat
8:19 PM	MediaCollective:	RT @smallbizlady: Q5 How can a company?s Brand Design communicate their Brand Story to their customers? #SmallBizChat
8:20 PM	elfdesign:	A5 Brand Designs are made up of 3 design elements: symbols (shapes, objects), fonts, and color palette. #SmallBizChat
8:20 PM	craiglandes:	@merylevans meant to say thanks earlier. "Thanks!" :-D #smallbizchat

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8:20 PM	GetResults:	@craiglandes the greater the resonance between initial launch identity and customer experience the easier it goes #smallbizchat
8:20 PM	elfdesign:	A5b Each design element carries a lot of meaning - so choose them carefully and make sure they relate to your brand story. #SmallBizChat
8:20 PM	CASUDI:	Sometimes a BRAND can make U look further along then U R ~ important when U start out and need customers #smallbizchat
8:20 PM	CathyWebSavvyPR:	RT @smallbizlady: Q5 How can a company?s Brand Design communicate their Brand Story to their customers? #SmallBizChat
8:20 PM	SmartChoiceVA:	RT @elfdesign: A5 Brand Designs are made up of 3 design elements: symbols (shapes, objects), fonts, and color palette. #SmallBizChat
8:20 PM	TNSinc:	A4ish without a doubt @craiglandes the branding process is helpful, but the business should lead the brand and not vice versa. #SmallBizChat
8:20 PM	elfdesign:	A5c For in-depth Brand Design info: ?A Roadmap To Designing A Stand-Out Brand? http://www.elfdesign.com/roadmap.html #SmallBizChat
8:21 PM	CathyWebSavvyPR:	RT @elfdesign: A5 Brand Designs are made up of 3 design elements: symbols (shapes, objects), fonts, and color palette. #SmallBizChat
8:21 PM	BlakeGroup:	RT @elfdesign A5 Brand Designs are made up of 3 design elements: symbols (shapes, objects), fonts, + color palette. #smallbizchat
8:21 PM	CFreshDesigns:	RT @smallbizlady: A1 Your brand design is the professional image you want to project about your small business #SmallBizChat
8:21 PM	CathyWebSavvyPR:	RT @elfdesign: A5 Brand Designs are made up of 3 design elements: symbols (shapes, objects), fonts, and color palette. #SmallBizChat
8:21 PM	GetResults:	@elfdesign yes, each should reinforce initial experience of you, your product/svc in a consistent way #smallbizchat
8:22 PM	TNSinc:	A5 from a literal perspective... color, motion, style #SmallBizChat
8:22 PM	craiglandes:	RT @CASUDI: Sometimes a BRAND can make U look further along then U R ~ important when U start out and need customers #smallbizchat
8:22 PM	wvpmc:	@elfdesign professionals offer in-depth understanding of the impact different choices, combinations of those 3 elements #smallbizchat
8:22 PM	BlakeGroup:	With my clients, I ask them to look ahead 5 or 10 years. A cutsey logo may be fine now, but not as biz grows! #smallbizchat

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8:22 PM	smallbizlady:	RT @elfdesign For in-depth Brand Design: ?A Roadmap To Designing A Stand-Out Brand? http://www.elf-design.com/roadmap.html #SmallBizChat
8:22 PM	smallbizlady:	Q6 How should a start-up use design elements to communicate? #SmallBizChat
8:22 PM	MichaelWillett:	I like this RT @yourjobmyoffice RT @elfdesign A4b 1. Brand Story.Define who U are, what U do, your difference & ideal clients #SmallBizChat
8:23 PM	TS_Elliott:	RT @MediaCollective: RT @smallbizlady: Q5 How can a company?s Brand Design communicate their Brand Story to their customers? #SmallBizChat
8:23 PM	elfdesign:	@CASUDI A brand can help you be farther along - gives you the opportunity to think through your business & offerings #SmallBizChat
8:23 PM	CFreshDesigns:	RT @smallbizlady: RT @CASUDI: @CathyWebSavvyPR Yes your BRAND should and can tell your story #SmallBizChat
8:23 PM	elfdesign:	@BlakeGroup Looking ahead 5 of 10 years is an excellent plan - and necessarily for a sustainable brand #SmallBizChat
8:23 PM	elfdesign:	A6 You should use all 3 of these design elements (symbol, font and color) in your logo. #SmallBizChat
8:23 PM	elfdesign:	Back to the questions! #SmallBizChat
8:24 PM	MediaCollective:	RT @smallbizlady: Q6 How should a start-up use design elements to communicate? #SmallBizChat
8:24 PM	craiglandes:	RT @elfdesign For in-depth Brand Design: ?A Roadmap To Designing A Stand-Out Brand? http://bit.ly/5xcvU4 #SmallBizChat
8:24 PM	CathyWebSavvyPR:	@CFreshDesigns Welcome to the chat tweetgrid http://is.gd/5PKaA #SmallBizChat
8:24 PM	elfdesign:	A6b Use design elements in your Visual Vocabulary (the visuals in your brand besides your logo) to tell more of your story. #SmallBizChat
8:25 PM	CASUDI:	@BlakeGroup better do a good a logo when you start ~ so you dont need to keep changing it,cont logo changes loses credibility #smallbizchat
8:25 PM	SmartChoiceVA:	@elfdesign do you have samples? #SmallBizChat
8:25 PM	craiglandes:	hope y'all have biz links on your Twitter profile. I'll be checking for those three elements in your logos! #smallbizchat
8:26 PM	BlakeGroup:	A6 And remember to think of how logo will look on web, mobile, black&white, color, large, small, etc! #smallbizchat
8:26 PM	CathyWebSavvyPR:	RT @smallbizlady: Q6 How should a start-up use design elements to communicate? #SmallBizChat

smallbizchat

8:26 PM	elfdesign:	@CASUDI Yes, changing a logo loses credibility and memorability - and can lose customer trust. #SmallBizChat
8:26 PM	MediaCollective:	In start ups use visual branding in biz cards, stationary, and on website, consistent across anything potential client c's #SmallBizChat
8:26 PM	TNSinc:	How would you define a vis vocab? as part of color palette? @elfdesign A6b Use design elements in your Visual Vocabulary #SmallBizChat
8:27 PM	GetResults:	@CASUDI U may not need a logo at all, good graphics around UR name might be a better bet #smallbizchat
8:27 PM	smallbizlady:	RT @CASUDI: Better do a good a logo when you start so you dont need to keep changing it, will cause biz loses credibility #SmallBizChat
8:27 PM	CathyWebSavvyPR:	I've been holding off on a logo mysef - can't seem to find the right feel/symbol setc to encapsulate my brand #SmallBizChat
8:27 PM	merylevans:	@elfdesign I've had a few logo changes over the years. It didn't hurt my business or credibility. In fact, it got better. #smallbizchat
8:27 PM	yourjobmyoffice:	gr8 point RT @BlakeGroup: A6 + remember to think of how logo will look on web, mobile, black&white, color, large, small, etc! #smallbizchat
8:27 PM	SmartChoiceVA:	@CathyWebSavvyPR same here #SmallBizChat
8:28 PM	elfdesign:	@CathyWebSavvyPR Scalability and contrast are both important logo elements: http://bit.ly/6T5QOz #SmallBizChat
8:28 PM	CathyWebSavvyPR:	@GetResults how do you mean "good graphics around your name" as different from a logo? #SmallBizChat
8:28 PM	smallbizlady:	RT @TNSinc: How would you define a vis vocab? as part of color palette? Use design elements in your Visual Vocabulary #SmallBizChat
8:28 PM	craiglandes:	@CathyWebSavvyPR you'll be inundated with design offers now! :-D #smallbizchat
8:28 PM	CathyWebSavvyPR:	@SmartChoiceVA I have been playing with some ideas - but they don't "read" well at Bizcard size etc. #SmallBizChat
8:28 PM	elfdesign:	@GetResults Having a well-designed business name can work - but this becomes a text-only logo, which can also work. #SmallBizChat
8:29 PM	TNSinc:	@CathyWebSavvyPR We just finalized out logo and identity package at 3pm today, it took months #SmallBizChat
8:29 PM	elfdesign:	@GetResults Whether you have a text-only logo or a graphical logo depends on your business plan. #SmallBizChat

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8:29 PM	wvpmc:	@CathyWebSavvyPR I've seen startups so focused on their logo they blow substantial \$ printing it up in 26 flavors #smallbizchat
8:29 PM	yourjobmyoffice:	Just the name of my company had a random cust. svc rep giggling on phone. He knew my brand in 4 words. #smallbizchat
8:29 PM	smallbizlady:	@GetResults I disagree with that but @elfdesign says it depends on your business #SmallBizChat
8:29 PM	elfdesign:	@GetResults A logo graphic can help increase memorability because then you have both graphics and text. #SmallBizChat
8:29 PM	SmartChoiceVA:	@CathyWebSavvyPR what software are you using for your logo design? #SmallBizChat
8:29 PM	CathyWebSavvyPR:	@craiglandes Wasn't thinking of that - but one neverknows #SmallBizChat
8:30 PM	PamelaM:	RT @elfdesign: @CathyWebSavvyPR Scalability and contrast are both important logo elements: http://bit.ly/6T5QOz #SmallBizChat
8:30 PM	CathyWebSavvyPR:	@TNSinc is that the logo that is now your profile photo? #SmallBizChat
8:30 PM	GetResults:	@elfdesign Certainly - whatever works best #smallbizchat
8:30 PM	DryerBuzz:	RT @BlakeGroup: A6 And remember to think of how logo will look on web, mobile, black&white, color, large, small, etc! #smallbizchat
8:30 PM	CathyWebSavvyPR:	RT @elfdesign: @GetResults A logo graphic can help increase memorability because then you have both graphics and text. #SmallBizChat
8:30 PM	MediaCollective:	Note re logo, many logo's evolve as business ages #SmallBizChat
8:31 PM	CathyWebSavvyPR:	@SmartChoiceVA I've just been doodling concepts - nto getting into graphics - I love evernote's logo - it spts brand #SmallBizChat
8:31 PM	TNSinc:	@CathyWebSavvyPR nope logo for the new start-up, TNS is the dinosaur umbrella corp #SmallBizChat
8:31 PM	smallbizlady:	The logo is important, but the signature product or service is far more important--don't get too focused on the wrong this #SmallBizChat
8:31 PM	elfdesign:	@TNSinc A Visual Vocabulary is all of the other design elements that you use to support your logo in your marketing. #SmallBizChat
8:31 PM	craiglandes:	@CathyWebSavvyPR my proposal is in the mail already #kidding #smallbizchat
8:31 PM	elfdesign:	A Visual Vocabulary has fonts for headlines/body copy, colors, backgrounds, photos, & illustrations that add to visual impact. #SmallBizChat
8:31 PM	NicolePRexec:	Good point. Something to think about. RT @MediaCollective: Note re logo, many logo's evolve as business ages #SmallBizChat

smallbizchat

8:31 PM	SmartChoiceVA:	the image itself (w/out the fonts) might be sufficient - semiotics will tell you that #SmallBizChat
8:32 PM	elfdesign:	@smallbizlady Signature product/service is a key part of your Brand Story - what you do. #SmallBizChat
8:32 PM	smallbizlady:	Just do not use free cards and logos from Vista Print. Pay a designer to do a professional job. #SmallBizChat
8:32 PM	CathyWebSavvyPR:	@craiglandes LOL - I DO like designers with a sense of humor, who don't take themselves too seriously! #SmallBizChat
8:32 PM	TNSinc:	@elfdesign Thanks for the clarification #SmallBizChat
8:32 PM	smallbizlady:	I have been to event and got same card from 5 difference people. Crazy I threw them all away. be distinct!. #SmallBizChat
8:33 PM	BlakeGroup:	RT @smallbizlady Just do not use free cards + logos from Vista Print. Pay a designer to do a professional job. #SmallBizChat Thank You!! :)
8:33 PM	smallbizlady:	Win a year of FREE coaching from Melinda Emerson "SmallBizLady" click link http://bit.ly/5VJ73S #SmallBizChat
8:33 PM	elfdesign:	RT @GetResults: @elfdesign Visual Vocabulary - great imagery - so your brand can find its Voice #smallbizchat LOVE THAT! #SmallBizChat
8:33 PM	CathyWebSavvyPR:	@smallbizlady I think U can use the 2nd level of vista print cards & upload yr logo - but pay for the version w/o VP on bk. #SmallBizChat
8:33 PM	SmartChoiceVA:	@smallbizlady you can design your own. #SmallBizChat
8:33 PM	smallbizlady:	Q7 Should a small business design a logo immediately upon starting up? #SmallBizChat
8:34 PM	craiglandes:	nice. RT @elfdesign @smallbizlady Signature product/service is a key part of your Brand Story - what you do. #SmallBizChat
8:34 PM	GetResults:	@CASUDI Precisely. It's all about what resonates and is memorable #smallbizchat
8:34 PM	CASUDI:	@merylevans Company I mentor Rainbank ~ http://www.rainbank.info/ ~ BTW logo looked fab on a work truck #smallbizchat
8:34 PM	SmartChoiceVA:	RT @smallbizlady: Win a year of FREE coaching from Melinda Emerson "SmallBizLady" click link http://bit.ly/5VJ73S #SmallBizChat
8:34 PM	smallbizlady:	#Smallbizchat has a LinkedIn group! Join us http://bit.ly/smallbizchatonlinkedin #SmallBizChat
8:34 PM	CathyWebSavvyPR:	RT @smallbizlady: Q7 Should a small business design a logo immediately upon starting up? #SmallBizChat

smallbizchat

8:34 PM	elfdesign:	A7 Not necessarily. Wait to design your logo until your business is established and until you have a solid Brand Story. #SmallBizChat
8:34 PM	smallbizlady:	For more tips on small biz success subscribe to Melinda Emerson's blog at http://bit.ly/3x5Gm2 #SmallBizChat
8:34 PM	CathyWebSavvyPR:	RT @GetResults: @CASUDI Precisely. It's all about what resonates and is memorable #smallbizchat #SmallBizChat
8:34 PM	elfdesign:	A7b Waiting to design your logo allows you test your ideas, refine them, and to get some customers ? and customer feedback. #SmallBizChat
8:35 PM	TNSinc:	@elfdesign We Called all of those assorted items Brand Assets, Now I can Call them Visual Vocab and get weird looks #SmallBizChat
8:35 PM	yourjobmyoffice:	A7 I think it helps to have a logo, photo or specialized font, but none of this is written in stone. #smallbizchat
8:35 PM	CASUDI:	@smallbizlady A7 ~ I think a simple logo at start up is important ~ best if it tells the story immediately ~ dont U? #smallbizchat
8:36 PM	smallbizlady:	Q8 What can happen if you design the logo too soon? #SmallBizChat
8:36 PM	craiglandes:	@SmartChoiceVA many CAN design their own logo, but get honest critique before you go that route #smallbizchat
8:36 PM	BlakeGroup:	When working w/ a designer, it can be helpful to show them logos you love + ones you hate so they "get" you + yr biz. #smallbizchat
8:36 PM	yourjobmyoffice:	@elfdesign so true. I tested a tagline that my colleagues HATED. I dropped it fast! #smallbizchat
8:36 PM	GetResults:	@elfdesign brand is all yours prior to launch, then customers begin to shape brand to their needs - form follows function #smallbizchat
8:36 PM	MichaelWillett:	RT @smallbizlady Logo is important, but signature product/service is far more important-don't get too focused on wrong thing #SmallBizChat
8:37 PM	elfdesign:	@TNSinc Brand Assets is certainly the corporate word for Visual Vocabulary! #SmallBizChat
8:37 PM	CathyWebSavvyPR:	@TNSinc I think you're talking corporate vs design jargon - both are jargon ot the rest of us - but we lov you anyway #SmallBizChat
8:37 PM	GetResults:	@yourjobmyoffice your "logo" brand identity, story are your 4 words - and it works! #smallbizchat
8:37 PM	elfdesign:	A8 You need to make sure that your logo will be your business's logo for life, because you don?t want to redesign your logo. #SmallBizChat

smallbizchat

8:37 PM	TNSinc:	A8, I can attest to this one personally, doing a logo too soon results in 18 revisions #SmallBizChat
8:37 PM	SmartChoiceVA:	@craiglandes that is right! #SmallBizChat
8:37 PM	CathyWebSavvyPR:	RT @GetResults: @yourjobmyoffice your "logo" brand identity, story are your 4 words - and it works! #smallbizchat #SmallBizChat
8:37 PM	smallbizlady:	RT @GetResults: brand is all yours prior to launch, then customers begin to shape brand to their needs form follows function #SmallBizChat
8:37 PM	elfdesign:	@craiglandes And, if you design your own logo, get feedback from your ideal clients - they will help guide your decisions. #SmallBizChat
8:37 PM	CathyWebSavvyPR:	RT @smallbizlady: Q8 What can happen if you design the logo too soon? #SmallBizChat
8:38 PM	SmartChoiceVA:	@elfdesign redesign for better would mean a positive change? #SmallBizChat
8:38 PM	CASUDI:	@BlakeGroup To design a successful logo (from designer side) important to understand the BIZ + customers #smallbizchat
8:38 PM	smallbizlady:	RT @elfdesign: A8 You need to make sure that your logo will be your biz logo for life, cuz you don?t want to redesign ur logo. #SmallBizChat
8:38 PM	MediaCollective:	Logo vs business - chicken & egg I say Go Logo, w/biz plan in place you will hv. direction & Brands evolve w/ businesses #SmallBizChat
8:39 PM	MichaelWillett:	I get the VP glossy cards with my color picture RT @smallbizlady: Just do not use free cards & logos from Vista Print...#SmallBizChat
8:39 PM	TNSinc:	4 words, We went with 3, simply because there would not be a tie when we pulled them from the hat #SmallBizChat
8:39 PM	GetResults:	RT @CASUDI: @BlakeGroup To design a successful logo (from designer side) important to understand the BIZ + customers #smallbizchat
8:39 PM	elfdesign:	@MediaCollective Once you have a business plan, do a logo. But, I've seen biz try to do a logo before the plan! #SmallBizChat
8:40 PM	CathyWebSavvyPR:	A8- Be sure to research your biz name before spening \$ on design - it might be Trademarked, or close 2 another lager brand #SmallBizChat
8:40 PM	smallbizlady:	A9 Designing a logo too soon is dangerous if you have not made sure you have the right to use the name. An expensive lesson #SmallBizChat
8:40 PM	MichaelWillett:	Yes RT @NicolePRexec Good point. Something to think about. RT @MediaCollective Re logo, many logos evolve as business ages #SmallBizChat
8:40 PM	CathyWebSavvyPR:	@MichaelWillett exactly #SmallBizChat

smallbizchat

8:40 PM	BlakeGroup:	RT @CASUDI To design a successful logo (from designer side) important to understand BIZ + customers #smallbizchat Absolutely! Do homework!
8:40 PM	smallbizlady:	RT @elfdesign: @MediaCollective Once you have a business plan, do a logo. But, I've seen biz try to do a logo before the plan! #SmallBizChat
8:41 PM	elfdesign:	@wvpmc "Logo for life" for a small business = at least 10 years. #SmallBizChat
8:41 PM	merylevans:	@yourjobmyoffice @michaelwillett As long as you order stuff without the "Vistaprint" logo on the back. #smallbizchat
8:41 PM	CathyWebSavvyPR:	RT @CASUDI: @BlakeGroup To design a successful logo (from designer side) important to understand the BIZ + customers [yes] #SmallBizChat
8:41 PM	leyla_a:	@CathyWebSavvyPR @smallbizlady Just throwing in my 2 cents but I think a small biz should have an identity (logo) asap #smallbizchat
8:41 PM	AmazingPRMaven:	A logo should express the values of your brand which should be stated in a plan. #smallbizchat
8:41 PM	CathyWebSavvyPR:	RT @elfdesign: @wvpmc "Logo for life" for a small business = at least 10 years. #SmallBizChat
8:41 PM	smallbizlady:	Let me be clear i love Vista Print--i am a reseller, I just think you should use them to print your professional designs #SmallBizChat
8:42 PM	elfdesign:	@wvpmc And, that's not to say you can't update your logo - but redesign is tricky for small businesses. More on that later. #SmallBizChat
8:42 PM	GetResults:	@elfdesign good point and few realize that in 10 yrs for many sm biz's many will still not identify the brand correctly #smallbizchat
8:42 PM	elfdesign:	@smallbizlady Yes, check your trademarks! #SmallBizChat
8:42 PM	craiglandes:	helpful clarification: RT @elfdesign @wvpmc "Logo for life" for a small business = at least 10 years. #SmallBizChat
8:43 PM	smallbizlady:	@leyla_a I think a small biz should have a plan for success ASAP prior to the logo. #SmallBizChat
8:43 PM	GetResults:	@smallbizlady I love Vista Print, too, but I send them my designs, as well #smallbizchat
8:43 PM	CathyWebSavvyPR:	Welcome to the chat @leyla_a @AmazingPRMaven #SmallBizChat
8:43 PM	CathyWebSavvyPR:	RT @AmazingPRMaven: A logo should express the values of your brand which should be stated in a plan. #smallbizchat #SmallBizChat
8:43 PM	yourjobmyoffice:	@leyla_a The experts don't always agree. Your 2 cents is welcome and valued! #smallbizchat

smallbizchat

8:44 PM	CASUDI:	@merylevans Site way beyond competitors in area ~ has been v. successful. V.low budget. YES, very minimal I agree.#smallbizchat
8:44 PM	elfdesign:	@GetResults Do you mean many customers won't? Or that the small businesses won't have their story straight? #SmallBizChat
8:44 PM	SmartChoiceVA:	logo shld 'define' the target client #SmallBizChat
8:44 PM	smallbizlady:	@leyla_a welcome to the chat. #SmallBizChat
8:45 PM	smallbizlady:	Plan your business then plan your brand! #SmallBizChat
8:45 PM	smallbizlady:	Q9 When should a start-up business approach a graphic designer? #SmallBizChat
8:45 PM	MediaCollective:	@elfdesign brand without a plan? oh no #SmallBizChat
8:45 PM	CathyWebSavvyPR:	RT @SmartChoiceVA: logo shld 'define' the target client #SmallBizChat
8:45 PM	CathyWebSavvyPR:	RT @smallbizlady: Q9 When should a start-up business approach a graphic designer? #SmallBizChat
8:45 PM	elfdesign:	A9 Once you have a defined Brand Story, find a graphic designer to create a logo that communicates to your best customers. #SmallBizChat
8:46 PM	SmartChoiceVA:	www.moo.com has cool biz card designs #SmallBizChat
8:46 PM	yourjobmyoffice:	RT @smallbizlady: Plan your business then plan your brand! #SmallBizChat #smallbizchat
8:46 PM	elfdesign:	A9b Brand Designer can also help you create your Brand Story, if you're struggling. #SmallBizChat
8:46 PM	CathyWebSavvyPR:	@leyla_a no doubt - all opinions are welcome #SmallBizChat
8:47 PM	elfdesign:	@craiglandes Great to "meet" you! And, fabulous input! #SmallBizChat
8:47 PM	CathyWebSavvyPR:	@SmartChoiceVA I hate moo cards - they are too small, get lost, and are often not your logo/image - fun , but not 4 me #SmallBizChat
8:48 PM	smallbizlady:	A9 Once you have identified your niche target customer and the business name its time to get a designer #SmallBizChat
8:48 PM	CathyWebSavvyPR:	@craiglandes Thanks for joining the chat - see you next week? same time same channel, diff topic #SmallBizChat
8:48 PM	MichaelWillett:	Yes, my VP card back is blank RT @merylevans @yourjobmyoffice @michaelwillett ..order without the "Vistaprint" logo on back. #smallbizchat
8:48 PM	elfdesign:	RT @AmazingPRMaven: logo by committee = a diluted mess-structured input, strategy & good design advice are key #smallbizchat #SmallBizChat
8:48 PM	CASUDI:	A9 Only spend \$ on a designer when you understand your business & have a good plan #smallbizchat

smallbizchat

8:49 PM	dlbcosmetics:	RT @smallbizlady: #Smallbizchat has a Linkedin group! Join us http://bit.ly/smallbizchatonlinkedin #SmallBizChat
8:49 PM	CathyWebSavvyPR:	@GetResults I used to work 4 a large non-profit logo - logo use restrictions made it imposible 2 use logo on an add #SmallBizChat
8:49 PM	elfdesign:	@GetResults Ah, the pain of small business! :) #SmallBizChat
8:50 PM	smallbizlady:	Q11 After a logo what marketing elements should be designed first? #SmallBizChat
8:50 PM	ashleywirthlin:	@MichaelWillett I recommend to job seekers to use matte cards so that people they meet can take notes on their business cards. #SmallBizChat
8:50 PM	BlakeGroup:	RT @yourjobmyoffice RT @smallbizlady: Plan your business then plan your brand! #SmallBizChat #smallbizchat
8:50 PM	CathyWebSavvyPR:	RT @SmartChoiceVA: @smallbizlady how do you actually put the visual + the brand together? #SmallBizChat
8:50 PM	yourjobmyoffice:	RT @SmartChoiceVA: @smallbizlady how do you actually put the visual + the brand together? #SmallBizChat
8:50 PM	smallbizlady:	RT @SmartChoiceVA: @smallbizlady how do you actually put the visual + the brand together? #SmallBizChat
8:50 PM	CathyWebSavvyPR:	RT @smallbizlady: Q11 After a logo what marketing elements should be designed first? #SmallBizChat
8:51 PM	GetResults:	@CathyWebSavvyPR and rightly so to protect TM's, we insist on style books for our clients and enforced usage #smallbizchat
8:51 PM	elfdesign:	A11 You should start designing a business card and a basic website or blog. #SmallBizChat
8:51 PM	CathyWebSavvyPR:	@yourjobmyoffice I like to leave a bit of room on back for notes #SmallBizChat
8:51 PM	smallbizlady:	Opps I mean Q10 What marketing elements should be designed first? #SmallBizChat
8:51 PM	elfdesign:	A11b Take stock of other pieces that would help you connect with your target audience, then design those strategically. #SmallBizChat
8:51 PM	TNSinc:	Q11 what happenet to 10? #SmallBizChat
8:52 PM	elfdesign:	@SmartChoiceVA What part of "brand" do you mean? We've established that it's a big arena, and I want to clarify! #SmallBizChat
8:52 PM	CathyWebSavvyPR:	@TNSinc we just swapped the #'s that was 10 #SmallBizChat
8:52 PM	smallbizlady:	RT @TNSinc: Q11 is the new Q10 :) #SmallBizChat
8:52 PM	yourjobmyoffice:	Now we know who is paying attention! RT @TNSinc: Q11 what happenet to 10? #SmallBizChat

smallbizchat

8:52 PM	GetResults:	@elfdesign yes, extend your consistent message/presentation to those things customers see first. Build, build build. #smallbizchat
8:53 PM	CathyWebSavvyPR:	@CASUDI ROFL (Roling on the Floor Laughing) ;-) #SmallBizChat
8:53 PM	smallbizlady:	@CASUDI: @AmazingPRMaven so who got the final say???. #SmallBizChat
8:53 PM	elfdesign:	@CASUDI That happens all the time! Your wife/mom/best friend's opinion is great, but customers are king! #SmallBizChat
8:53 PM	TNSinc:	@CathyWebSavvyPR see I was paying attention to night, TweetGrid is working fabulously tonight #SmallBizChat
8:53 PM	AmazingPRMaven:	Some start-ups use template products inconsistently - leading to a schizophrenic brand identity that costs \$ to fix 8r #SmallBizChat
8:53 PM	smallbizlady:	Q12 Why is it so critical to invest in professional brand design? #SmallBizChat
8:53 PM	CASUDI:	A11 After name and logo ~ design next what is most visible to potential customer #smallbizchat
8:53 PM	BlakeGroup:	RT @CASUDI @AmazingPRMaven Logo approval: I had client whose wife designed logo. Hideous, + made all collateral ugly! #smallbizchat
8:54 PM	CathyWebSavvyPR:	Don't forget to follow @smallbizchat - we'll tweet out the transcript from @yourjobmy office there later #SmallBizChat
8:54 PM	smallbizlady:	Let SmallBizlady Help You in 2010 http://bit.ly/5igjJM #SmallBizChat
8:54 PM	CathyWebSavvyPR:	RT @smallbizlady: Q12 Why is it so critical to invest in professional brand design? #SmallBizChat
8:54 PM	MichaelWillett:	I use back for contact info on people w/o cards RT @CathyWebSavvyPR @yourjobmyoffice leave a bit of room on back for notes #SmallBizChat
8:54 PM	elfdesign:	A12b Consistent print and online marketing materials contribute to the credibility & memorability of your business?s brand. #SmallBizChat
8:54 PM	smallbizlady:	#Smallbizchat has a new facebook fan page. http://facebook.com/smallbizchat Are you a fan? #SmallBizChat
8:54 PM	elfdesign:	A12c A professional Brand Designer creates: visually stunning designs that are effective for marketing. #SmallBizChat
8:54 PM	yourjobmyoffice:	RT @CathyWebSavvyPR: Don't forget to follow @smallbizchat - we'll tweet out the transcript from @yourjobmyoffice there later #SmallBizChat
8:55 PM	smallbizlady:	If you found this interview helpful, join us on Wednesdays 8-9pm ET follow @SmallBizChat on Twitter. #SmallBizChat

Transcript prepared and furnished by Sonia Schenker: <http://YourJobMyOffice.com>

#smallbizchat facebook page: <http://www.facebook.com/smallbizchat>

<http://twitter.com/YourJobMyOffice>

smallbizchat

8:55 PM	CathyWebSavvyPR:	@wvpmc myst card had no room on back - I learned next time around #SmallBizChat
8:55 PM	elfdesign:	?A Roadmap To Designing A Stand-Out Brand? More info on brand design for small biz: http://www.elf-design.com/roadmap.html #SmallBizChat
8:56 PM	Chris_Hendricks:	What marketing elements should be designed first? Choose 5 Colors to stick with through out marketing design - consistent #SmallBizChat
8:56 PM	CathyWebSavvyPR:	yes - @BlakeGroup @CASUDI @AmazingPRMaven - you have to watch out for "founderitis" founders who KNOW (ie think they know) all #SmallBizChat
8:56 PM	smallbizlady:	Next week on #smallbizchat: Businessweek.com columnist Steve McKee @whengrowthstall on his new book When Growth Stalls #SmallBizChat
8:56 PM	SmartChoiceVA:	@elfdesign that's my point - brand being a big arena. How do you actually fit the brand + visual together #SmallBizChat
8:57 PM	smallbizlady:	Thanks again to tonight?s #SmallBizChat guest @elfdesign For info www.elf-design.com or on her blog www.not-just-pretty.com
8:57 PM	CathyWebSavvyPR:	@Chris_Hendricks thanks for chiming in #SmallBizChat
8:57 PM	BlakeGroup:	RT @CathyWebSavvyPR @BlakeGroup @CASUDI @AmazingPRMaven Watch out for "founderitis" founders who think they know all #SmallBizChat YES!
8:57 PM	MichaelWillett:	Yes, indeed! RT @smallbizlady If you found this interview helpful, join us on Wed.'s 8-9pm ET follow @SmallBizChat on Twitter #SmallBizChat
8:57 PM	elfdesign:	@SmartChoiceVA Use the brand to inform the designs and vice-versa. It's important to weave them both together! #SmallBizChat
8:57 PM	smallbizlady:	?A Roadmap To Designing A Stand-Out Brand? Learn what you need + how to get there: http://www.elf-design.com/roadmap.html #SmallBizChat
8:58 PM	smallbizlady:	Roll call who?s on @smallbizchat tonight. Give me your best 140 character commercial. #SmallBizChat
8:58 PM	smallbizlady:	Win a year of FREE coaching from Melinda Emerson "SmallBizLady" details http://bit.ly/5VJ73S #SmallBizChat
8:58 PM	MediaCollective:	@CathyWebSavvyPR thats funny "founderitis" #SmallBizChat
8:58 PM	smallbizlady:	Thank you to @cathywebsavvypr my co-host and social media PR pal. #SmallBizChat
8:58 PM	Qworky:	From #SmallBizChat guest, @elfdesign: ?A Roadmap To Designing A Stand-Out Brand? More info on brand design 4 small biz: http://bit.ly/7sgTu2
8:58 PM	smallbizlady:	Thank you to virtual assistant Sonia @yourjobmyoffice, she'll get that transcript out shortly on @smallbizchat. #SmallBizChat

Transcript prepared and furnished by Sonia Schenker: <http://YourJobMyOffice.com>

#smallbizchat facebook page: <http://www.facebook.com/smallbizchat>

<http://twitter.com/YourJobMyOffice>

smallbizchat

8:59 PM	CASUDI:	@AmazingPRMaven ~ best NU word of the year "founderitis" ~ this happens more often when more then one dont U think? #smallbizchat
8:59 PM	smallbizlady:	If you have some expertise to share here?s how to be a guest on #smallbizchat http://bit.ly/4r5KEZ #SmallBizChat
8:59 PM	rossanneg:	Gr8 tips here on brand 2nite from @elfdesign #Smallbizchat <----- follow the convo!
8:59 PM	smallbizlady:	For more tips on starting or growing your small business subscribe to Melinda Emerson?s blog at http://bit.ly/3x5Gm2 #SmallBizChat
8:59 PM	CathyWebSavvyPR:	Roll call: 20 years PR experience, having a blast incorporating Social Media into the mix http://bit.ly/6BrRhO #SmallBizChat
8:59 PM	SmartChoiceVA:	@smallbizlady logo is a trademark. It distinguishes your biz/products/services from other biz #SmallBizChat
9:00 PM	elfdesign:	@BlakeGroup For small businesses designing-it-themselves, I recommend 3 fonts: keeps you out of trouble! #SmallBizChat
9:00 PM	CathyWebSavvyPR:	@smallbizlady you are welcome - I enjoy our regulars, our listeners, out guests and our newbies - alwasy lively! #SmallBizChat
9:00 PM	merylevans:	Thanks for teaching me a new and fun word in "founderitis!" #smallbizchat
9:00 PM	yourjobmyoffice:	Sonia, here. VA to #smallbizchat + founder of new launch http://yiddishology.com/ <Because aren't we all a little bit Yiddish?>
9:00 PM	bizchelle:	RT @smallbizlady I have been to event and got same card from 5 difference people. Crazy I threw them all away. be distinct!. #SmallBizChat
9:01 PM	CathyWebSavvyPR:	@MediaCollective I'm sure you've un into it - the logo designed byt he founder's son 20 years ago etc. #SmallBizChat
9:01 PM	smallbizlady:	On #smallbizchat 1/13/10: Businessweek.com columnist Steve McKee @whengrowthstall on his new book When Growth Stalls #SmallBizChat
9:01 PM	AmazingPRMaven:	@CASUDI Founder's syndrome is commonly talked about in nonprofit PR too! and tough to overcome #SmallBizChat
9:01 PM	SmartChoiceVA:	Let SmartChoiceVA be a part of your success this 2010! #SmallBizChat
9:01 PM	wvpmc:	thanks @elfdesign, @smallbizlady, @CathyWebSavvyPR >> a Happy, Successful and Profitable New Year to everyone on #smallbizchat
9:02 PM	BlakeGroup:	Thanks to @elfdesign @smallbizlady for another excellent #smallbizchat www.elf-design.com or on her blog www.not-just-pretty.com

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smallbizchat

9:02 PM	merylevans:	@yourjobmyoffice COOL! I love a little Yiddish. RT @youjobmyoffice founder of new launch yiddishology.com #smallbizchat
9:02 PM	smallbizlady:	@wvpmc thanks Wendy #SmallBizChat
9:02 PM	CathyWebSavvyPR:	@SmartChoiceVA A A logo CAN be trademarked, but is not one automatically - sometimes worth it, sometimes not worth TM #SmallBizChat
9:03 PM	yourjobmyoffice:	RT @wvpmc: thanks @elfdesign, @smallbizlady, @CathyWebSavvyPR >> a Happy, Successful and Profitable New Year to everyone on #smallbizchat
9:03 PM	CathyWebSavvyPR:	@wvpmc thanks to you as well - happy new year! #SmallBizChat
9:03 PM	elfdesign:	@SmartChoiceVA A logo can be used as a trademark & can distinguish you. But, it's not all that makes you different. #SmallBizChat
9:03 PM	smallbizlady:	From Melinda Cathy and Sonia a Happy, Successful and Profitable New Year to everyone on #SmallBizChat
9:03 PM	CathyWebSavvyPR:	On #smallbizchat 1/13/10: Businessweek.com columnist Steve McKee @whengrowthstall on his new book When Growth Stalls #SmallBizChat
9:03 PM	yourjobmyoffice:	@GetResults You are such a gentleman, John. Thx for that! #smallbizchat
9:04 PM	BlakeGroup:	TY for RTs! @GetResults @CathyWebSavvy @CASUDI @DryerBuzz @YourJobMyOffice @elfdesign #smallbizchat
9:04 PM	elfdesign:	Using a logo as a trademark (general sense) and trademarking a logo (officially) are slightly different - but related! #SmallBizChat
9:04 PM	CASUDI:	Building Bridges Between People ~ Designing Success ~ successful companies and lifestyles for successful people #smallbizchat
9:04 PM	GetResults:	PITCH ? Want help finding/initiating creative solutions to grow your biz/brand. Call 2 Action - Free Initial Consult #smallbizchat
9:04 PM	yourjobmyoffice:	@merylevans LOL! I was planning to change it! Thnx #smallbizchat
9:04 PM	CathyWebSavvyPR:	RT @smallbizlady: From Melinda Cathy and Sonia a Happy, Successful and Profitable New Year to everyone on #SmallBizChat
9:05 PM	SmartChoiceVA:	thanks to @smallbizlady @cathywebsavvypr & @yourjobmyoffice & to all! #SmallBizChat
9:05 PM	GetResults:	@wvpmc good to see you tonight, Wendy #smallbizchat
9:06 PM	yourjobmyoffice:	@merylevans Please share your yiddisholgy at the site. Follow @yiddishology too. #smallbizchat
9:06 PM	CathyWebSavvyPR:	WebsavvyPr Tip don't forget to follw cool peeps you interacted w on the chat - add them to list too - build connections #SmallBizChat

smallbizchat

9:06 PM	smallbizlady:	Are You Ready to start a business? Check out 10 Things To Do Before Going Into Business http://bit.ly/4QHicO #SmallBizChat
9:06 PM	GetResults:	@merylevans nite, Meryl, good to see you. #smallbizchat
9:06 PM	GetResults:	@merylevans Oy! #smallbizchat
9:06 PM	CASUDI:	@AmazingPRMaven Mostly what I have had to deal with, is founders who cant let go ~ when it is time :-) #smallbizchat
9:06 PM	yourjobmyoffice:	I'm getting out my crayons... transcript soon. #smallbizchat
9:07 PM	SmartChoiceVA:	Happy New Year @everyone! Have a successfull and wonderful 2010! #SmallBizChat
9:07 PM	GetResults:	@yourjobmyoffice Mais, bien sur, madame! #smallbizchat
9:07 PM	AmazingPRMaven:	RT @CathyWebSavvyPR: On #smallbizchat 1/13/10: Businessweek columnist Steve McKee @whengrowthstall on new book When Growth Stalls
9:08 PM	CathyWebSavvyPR:	Thx 4 Rts @yourjobmyoffice @GetResults @SellingtoVITO @MediaCollective @BlakeGroup @MichaelWillett @TNSinc @TNSinc #SmallBizChat
9:08 PM	yourjobmyoffice:	@GetResults Uh oh. Now I need to get out the google translator... #smallbizchat
9:09 PM	AmazingPRMaven:	@CASUDI: sometimes that requires an awakening and tough love to get thru! #smallbizchat