

#smallbizchat

2011-06-30 to 2011-06-30
723 Twitter search results

84 contributors
790 retweets 178 @replies 244 links

Time	User	Tweet
2011-06-30 12:00 am	smallbizlady	How 2 participate in #SmallBizChat : http://bit.ly/S797e ; try @Tweetgrid and join us now at 8p ET http://bit.ly/sbchat109 #smallbizchat
2011-06-30 12:00 am	smallbizlady	Welcome to #SmallBizChat , a weekly conversation where emerging small business owners can get answers to their questions. #smallbizchat
2011-06-30 12:01 am	smallbizlady	Welcome to my co-host for the night @TaiGoodwin #smallbizchat
2011-06-30 12:01 am	smallbizlady	Q: What's the focus of #Smallbizchat ? A: To end small business failure by helping you succeed as your own boss #smallbizchat
2011-06-30 12:01 am	manta	Hi Everyone! Thanks for the warm welcome @smallbizlady and @TaiGoodwin! #smallbizchat
2011-06-30 12:02 am	BlackDreams	RT @smallbizlady : Q: What's the focus of #Smallbizchat ? A: To end small business failure by helping you succeed as your own boss #smallbizchat
2011-06-30 12:02 am	smallbizlady	We are tweeting live with @AnneMarieCoach of http://www.annemariemcross.com - join us http://bit.ly/sbchat109 #smallbizchat
2011-06-30 12:02 am	thehealthmaven	Good evening! #smallbizchat
2011-06-30 12:03 am	BizFinanceForum	RT @smallbizlady : We are tweeting live with @AnneMarieCoach of http://www.annemariemcross.com join us http://bit.ly/sbchat109 #smallbizchat
2011-06-30 12:04 am	BizFinanceForum	Hello to everyone on tonight's #smallbizchat
2011-06-30 12:04 am	Morgan_LP	Good evening! #smallbizchat
2011-06-30 12:04 am	My_WebEvent	RT @smallbizlady : @Under30CEO Building Your Signature Brand - Live with @AnnemarieCoach tonight on #smallbizchat 8PM EST http://t.co/opMgcBr
2011-06-30 12:04 am	BC_Accessories	Hello everyone! #smallbizchat
2011-06-30 12:05 am	smallbizlady	Q1: WHAT ARE THE ELEMENTS OF A BRAND? #smallbizchat
2011-06-30 12:05 am	My_WebEvent	Good evening everyone! Steph here, tweeting or @MyWebEvent . Looking forward to tonight's #smallbizchat
2011-06-30 12:05 am	BlackDreams	I tell #smallbusinessowners about #smallbizchat daily, it's such a great resource & always has something new & informative to offer!
2011-06-30 12:06 am	TaiGoodwin	RT @smallbizlady : We are tweeting live with @AnneMarieCoach of http://www.annemariemcross.com - join http://bit.ly/sbchat109 #smallbizchat
2011-06-30 12:06 am	thehealthmaven	@smallbizlady hi Melinda..looks like a great chat tonight! #smallbizchat
2011-06-30 12:06 am	TaiGoodwin	Hey @thehealthmaven @bizfinanceforum @morgan_LP @My_WebEvent - Glad to see you here! #smallbizchat

2011-06-30 12:06 am [AnnemarieCoach](#) A1: Many people think their 'brand' is their biz logo, biz card, letterhead, marketing material, brochures, website etc. **#smallbizchat**

2011-06-30 12:07 am [TaiGoodwin](#) RT [@manta](#): Hi Everyone! Thanks for the warm welcome [@smallbizlady](#) and [@TaiGoodwin](#)! Glad to see you back! **#smallbizchat**

2011-06-30 12:07 am [TaiGoodwin](#) How 2 participate in **#SmallBizChat**: <http://bit.ly/S797e>; try [@Tweetgrid](#) and join us now at 8p ET <http://bit.ly/sbchat109> **#smallbizchat**

2011-06-30 12:07 am [AnnemarieCoach](#) A1b: While these things are import they are more about 'branding' elements tht will help u comm yr brand message to prospects. **#smallbizchat**

2011-06-30 12:08 am [smallbizlady](#) Twitter is delayed tonight folks, but we are still tweeting. **#smallbizchat**

2011-06-30 12:08 am [AnnemarieCoach](#) A1c: Your 'brand' goes much deeper than these 'branding' elements. **#smallbizchat**

2011-06-30 12:08 am [TheAfter5Edge](#) RT [@smallbizlady](#): Q1: WHAT ARE THE ELEMENTS OF A BRAND? **#smallbizchat**

2011-06-30 12:09 am [thehealthmaven](#) A1 - the elements of a brand: the brand promise & the pillars they stand on **#smallbizchat**

2011-06-30 12:09 am [AnnemarieCoach](#) Hey everyone - twitter is a little slow. Thanks for being patient! **#smallbizchat**

2011-06-30 12:10 am [TheAfter5Edge](#) Branding is all about positioning yourself where you want to be and creating a certain perception **#smallbizchat**

2011-06-30 12:10 am [CASUDI](#) A1 RECOGNITION **#smallbizchat**

2011-06-30 12:10 am [ilovegarick](#) Right on, it's time to tune into **#smallbizchat** again. Wed 5pm PDT. Let's see how the discussion is going tonight.. #sba

2011-06-30 12:10 am [manta](#) A1: Small biz brands are built on word of mouth, great reputations, grassroots marketing, and so much more. **#smallbizchat**

2011-06-30 12:11 am [smallbizlady](#) Q2: SO HOW DO YOU DEFINE 'BRAND'? **#smallbizchat**

2011-06-30 12:11 am [mattsmansfield](#) A1. Voice when writing and speaking is your brand, too. **#smallbizchat**

2011-06-30 12:11 am [BlackDreams](#) RT [@AnnemarieCoach](#): A1: Many people think their 'brand' is their biz logo, biz card, letterhead, marketing material, brochures, website etc. **#smallbizchat**

2011-06-30 12:12 am [AnnemarieCoach](#) A2: I like to think of your 'brand' as the perception others have of u & yr business. It's yr promise of value. Yr reputation. **#smallbizchat**

2011-06-30 12:12 am [BizFinanceForum](#) RT [@smallbizlady](#): Twitter is delayed tonight folks, but we are still tweeting. **#smallbizchat**

2011-06-30 12:12 am [NauticalWheel](#) A1: Logo and slogan **#smallbizchat**

2011-06-30 12:12 am [mattsmansfield](#) RT [@thehealthmaven](#): A1 - the elements of a brand: the brand promise & the pillars they stand on **#smallbizchat**

2011-06-30 12:12 am [smallbizlady](#) A2 A brand is everything you do in your business, and what other people say about what you do. **#smallbizchat**

2011-06-30 12:12 am [thebarefootceo](#) RT [@TaiGoodwin](#) 2 participate **#SmallBizChat**: <http://t.co/kjNkLmz>; try [@Tweetgrid](#) and join us now at 8p ET <http://t.co/7ydwR07> **#smallbizchat**

2011-06-30 12:12 am [TheAfter5Edge](#) With branding, think of what you want to be associated with. Trust? Integrity? Dependability? Quality? Customer Service? **#smallbizchat**

2011-06-30 12:12 am [mattsmansfield](#) Twitter is slow?! Oh my word! :) **#smallbizchat**

2011-06-30 12:13 am [smallbizlady](#) Q3: SO FOR SERVICE-BASED BUSINESSES THEIR 'BRAND' IN EFFECT IS THEMSELVES? **#smallbizchat**

2011-06-30 12:13 am [manta](#) A1b: It's important to remember the core of great brands are passionate people. **#smallbizchat**

2011-06-30 12:13 am [BizFinanceForum](#) [@mattsmansfield](#) Hey Matt! Love the new tagline :) **#smallbizchat**

2011-06-30 12:14 am [mattsmansfield](#) RT [@manta](#): A1b: Its important to remember the core of great brands are passionate people > who present their passion clearly. **#smallbizchat**

2011-06-30 12:14 am [mattsmansfield](#) RT [@BizFinanceForum](#): [@mattsmansfield](#) Hey Matt! Love the new tagline :) >> TY Nicole and hey back! **#smallbizchat**

2011-06-30 12:14 am [smallbizlady](#) [@justinamendola](#) Good evening birthday boy. Everyone say Happy Birthday to my friend Justin. **#smallbizchat**

2011-06-30 12:14 am [AnnemarieCoach](#) A3b: Even tho u may be speaking abt a similar topic as yr competition what WILL be different is 'how' u deliver the info. **#smallbizchat**

2011-06-30 12:14 am [NauticalWheel](#) A3: their brand is themselves and what they have to offer others **#smallbizchat**

2011-06-30 12:14 am [BizFinanceForum](#) A3: I would think of it more as the delivery on promises to clients. **#smallbizchat**

2011-06-30 12:14 am [manta](#) RT [@mattsmansfield](#): RT [@manta](#): A1b: The core of great brands are passionate people > who present their passion clearly. **#smallbizchat**

2011-06-30 12:14 am [TheAfter5Edge](#) Q3: In small biz, you and your employees are essential to your brand. Everyone's actions should be aligned with the brand **#smallbizchat**

2011-06-30 12:14 am [smallbizlady](#) How to participate in **#SmallBizChat** <http://bit.ly/S797e>; join in via tonight's tweetgrid: <http://bitly.com/sbchat109> **#smallbizchat**

2011-06-30 12:14 am [berkshire_ideas](#) A2: Your brand is how you are perceived in the marketplace. **#smallbizchat**

2011-06-30 12:14 am [mattsmansfield](#) RT [@smallbizlady](#): [@justinamendola](#) LOL - another Gemini!?! Cool - have a great bday! **#smallbizchat**

2011-06-30 12:15 am [smallbizlady](#) Live right now - Interview with Brand Strategist and Business Coach [@AnneMarieCoach](#) <http://bitly.com/sbchat109> **#smallbizchat**

2011-06-30 12:15 am [ilovegarick](#) Definitely! Culture makes a company RT [@manta](#): A1b: Its important to remember the core of great brands are passionate people. **#smallbizchat**

2011-06-30 12:15 am [thehealthmaven](#) RT [@smallbizlady](#): A2 A brand is everything you do in your business, and what other people say about what you do. **#smallbizchat**

2011-06-30 12:15 am [mattsmansfield](#) [@AnnemarieCoach](#) Love when you talk about "How" you talk about something being your differentiator - so true! **#smallbizchat**

2011-06-30 12:15 am [smallbizlady](#) Do you need a Small Business Makeover? [@pbsmallbusiness](#) will give you one. Enter by July 19th <http://shar.es/HCroM> **#smallbizchat**

2011-06-30 12:15 am [TaiGoodwin](#) We are live right now - Interview with Brand Strategist and Business Coach [@AnneMarieCoach](#) <http://bitly.com/sbchat109> **#smallbizchat**

2011-06-30 12:16 am [ilovegarick](#) RT [@smallbizlady](#): Live right now - Interview with Brand Strategist and Business Coach [@AnneMarieCoach](#) <http://bitly.com/sbchat109> **#smallbizchat**

2011-06-30 12:16 am [thehealthmaven](#) RT [@berkshire_ideas](#): A2: Your brand is how you are perceived in the marketplace. **#smallbizchat**

2011-06-30 12:16 am [My_WebEvent](#) [@justinamendola](#) Happy Birthday Justin! What a great way to celebrate! I'll have a glass of wine for you:) **#smallbizchat**

2011-06-30 12:16 am [smallbizlady](#) It's finally available on Amazon! The "Are You Ready to Become Your Own Boss?" workbook. Emerson <http://t.co/DvHRQQ8> **#smallbizchat**

2011-06-30 12:16 am [mattsmansfield](#) RT [@smallbizlady](#): Need a Small Business Makeover? [@pbsmallbusiness](#) will give you one. Enter by July 19th <http://shar.es/HCroM> **#smallbizchat**

2011-06-30 12:16 am [Morgan_LP](#) A3: Brand is the experience as well as the emotions people have with & about your biz. **#smallbizchat**

2011-06-30 12:16 am [berkshire_ideas](#) A3: Themselves AND their services as well as how well they execute on them. **#smallbizchat**

2011-06-30 12:16 am [yumdelish_det](#) RT [@manta](#): A1b: It's important to remember the core of great brands are passionate people. **#smallbizchat**

2011-06-30 12:16 am [smallbizlady](#) Q4: WHY IS IDENTIFYING AND DEFINING A UNIQUE 'BRAND' REALLY IMPORTANT? **#smallbizchat**

2011-06-30 12:16 am [BizFinanceForum](#) Me 2 ->RT [@My_WebEvent](#): [@justinamendola](#) Happy Birthday Justin! What a great way to celebrate! Ill have a glass of wine4u:) **#smallbizchat**

2011-06-30 12:16 am [BlackDreams](#) [@AnnemarieCoach](#) so its not those tools, or there are other tools necessary to complete the elements of ur brand? **#smallbizchat**

2011-06-30 12:16 am [CareerTips2Go](#) [@TaiGoodwin](#) Thanks to you, I heard of **#smallbizchat** today. Will be on the sidelines.

2011-06-30 12:17 am [thebarefootceo](#) RT [@Manta](#) A1b: It's important to remember the core of great brands are passionate people. **#smallbizchat**

2011-06-30 12:17 am [TaiGoodwin](#) RT [@smallbizlady](#): Need a Small Business Makeover? [@pbsmallbusiness](#) will give you one. Enter by July 19th <http://shar.es/HCroM> **#smallbizchat**

2011-06-30 12:17 am [AnnemarieCoach](#) A4: What happens when people start up their biz is they look to see what their competitors/other bizs are doing. **#smallbizchat**

2011-06-30 12:17 am [smallbizlady](#) RT [@yumdelish_det](#): RT [@manta](#): A1b: It's important to remember the core of great brands are passionate people. **#smallbizchat**

2011-06-30 12:17 am [TaiGoodwin](#) RT [@Morgan_LP](#): A3: Brand is the experience as well as the emotions people have with & about your biz. **#smallbizchat**

2011-06-30 12:17 am [AnnemarieCoach](#) A4a: When they see s/thing that seems to be working for others bizs, they copy elements of these brands. Unwise. **#smallbizchat**

2011-06-30 12:17 am [My_WebEvent](#) RT [@thebarefootceo](#): RT [@Manta](#) A1b: It's important to remember the core of great brands are passionate people. **#smallbizchat**

2011-06-30 12:17 am [TaiGoodwin](#) RT [@smallbizlady](#): Q4: WHY IS IDENTIFYING AND DEFINING A UNIQUE 'BRAND' REALLY IMPORTANT? **#smallbizchat**

2011-06-30 12:17 am [mattsmansfield](#) [@taigoodwin](#) Personality is so key to brand, I agree! **#smallbizchat**

2011-06-30 12:17 am [AnnemarieCoach](#) A4b: It's not authentic. They will stand out – but for the false persona they are portraying. **#smallbizchat**

2011-06-30 12:17 am [berkshire_ideas](#) [@TaiGoodwin](#) [@Morgan_LP](#) And you. **#smallbizchat**

2011-06-30 12:17 am [moolawn](#) [@ilovegarick](#) who runs **#smallbizchat**

2011-06-30 12:17 am [BarryBirkett](#) A2 - Your brand is the way your audience perceives your offering, based on the entirety of the experience. **#smallbizchat**

2011-06-30 12:18 am [mattsmansfield](#) A4: To differentiate yourself and your business. **#smallbizchat**

2011-06-30 12:18 am [DasanjAberdeen](#) A4: Defining your brand allows you to position yourself in the market. You control what you should be known for & follow it **#smallbizchat**

2011-06-30 12:18 am [NauticalWheel](#) A4: You need to set yourself apart from your competition, what makes you different, what are you going to do differently? **#smallbizchat**

2011-06-30 12:18 am [TaiGoodwin](#) [@CareerTips2Go](#) SO glad you could join us - Ther are lots of great generous people sharing on this chat every week! **#smallbizchat**

2011-06-30 12:18 am [smallbizlady](#) [@moolawn](#) [@snallbizlady](#) does **#smallbizchat**

2011-06-30 12:18 am [BizFinanceForum](#) Embrace u in ur biz! ->RT [@AnnemarieCoach](#): A4b: It's not authentic.They will stand out for the false persona they portray. **#smallbizchat**

2011-06-30 12:18 am [moolawn](#) [@SmallBizLady](#) Awesome! Thank you! :) **#smallbizchat**

2011-06-30 12:18 am [TheAfter5Edge](#) A4: Defining your brand sets expectations for customers. They know what you embody & what to associate to you **#smallbizchat**

2011-06-30 12:18 am [berkshire_ideas](#) A4: It's the only way to stand apart from the rest. **#smallbizchat**

2011-06-30 12:18 am [NancyRichmond](#) RT [@smallbizlady](#): RT [@yumdelish_det](#): RT [@manta](#): A1b: It's important to remember the core of great brands are passionate people. **#smallbizchat**

2011-06-30 12:19 am [My_WebEvent](#) Q4: Your unique brand is how you carve out a niche. Makes it easier for your target market to find you. **#smallbizchat**

2011-06-30 12:19 am [mattsmansfield](#) RT [@NauticalWheel](#): A4: Need to set yourself apart from competition, what makes you different, what do you do differently? **#smallbizchat**

2011-06-30 12:19 am [TaiGoodwin](#) RT [@moolawn](#): [@ilovegarick](#) who runs **#smallbizchat** >>>osted by [@SmallBizLady](#) - Run by the participants :-)

2011-06-30 12:19 am [TheMogulista](#) RT [@ilovegarick](#): Definitely! Culture makes a company RT [@manta](#): A1b: Its important to remember the core of great brands are passionate people. **#smallbizchat**

2011-06-30 12:19 am [ilovegarick](#) [@moolawn](#) Hi Margo, [@smallbizlady](#) runs **#smallbizchat**. This is my 2nd time tuning in..

2011-06-30 12:19 am [camara615](#) RT [@TaiGoodwin](#): We are live right now - Interview with Brand Strategist and Business Coach [@AnneMarieCoach](#) <http://bitly.com/sbchat109> **#smallbizchat**

2011-06-30 12:19 am [smallbizlady](#) Q5 WHAT BENEFITS CAN BUSINESSES EXPECT TO SEE IF THEY TAKE THE TIME TO DEFINE THEIR UNIQUE BRAND? **#smallbizchat**

2011-06-30 12:19 am [TaiGoodwin](#) RT [@AnnemarieCoach](#): A4: What happens when people start up their biz is they look to see what their competitors are doing. **#smallbizchat**

2011-06-30 12:19 am [DasanjAberdeen](#) Having a brand is also part of your value proposition. Why do customers come to you? What sets you apart? **#smallbizchat**

2011-06-30 12:19 am [thehealthmaven](#) A4- You need a tight brand bcs. ppl have very short attention spans these days - lot's of competition for consumer attention **#smallbizchat**

2011-06-30 12:19 am [TheAfter5Edge](#) RT [@My_WebEvent](#): Q4: Your unique brand is how you carve out a niche. Makes it easier for your target market to find you. **#smallbizchat**

2011-06-30 12:19 am [BizFinanceForum](#) [@TaiGoodwin](#) so is that like the lunatics running the aslyum? :) **#smallbizchat**

2011-06-30 12:20 am [mattsmansfield](#) A5. A clear message to the market (and customers) about what they do and how they do it. **#smallbizchat**

2011-06-30 12:20 am [TaiGoodwin](#) A4 [@AnneMarieCoach](#) - I spent so much time trying to brand by following "so ansso **#smallbizchat**

2011-06-30 12:20 am [mattsmansfield](#) RT [@BizFinanceForum](#): [@TaiGoodwin](#) so is that like the lunatics running the aslyum? :) > muhaha, muhaha! **#smallbizchat**

2011-06-30 12:20 am [berkshire_ideas](#) A5: That depends on how they define it. It could go bad. **#smallbizchat**

2011-06-30 12:21 am [NauticalWheel](#) A5: customers who understand the brand and can relate to it **#smallbizchat**

2011-06-30 12:21 am [mattsmansfield](#) RT [@mattsmansfield](#): A5. A clear message to the market (and customers) about what they do and how they do it. > and why **#smallbizchat**

2011-06-30 12:21 am [CASUDI](#) RT [@berkshire_ideas](#): A4: It's the only way to stand apart from the rest. **#smallbizchat**

2011-06-30 12:21 am [AnnemarieCoach](#) A5: Building a unique brand can help distinguish u frm yr comp. It can be hard to stand out – an authtic brand can help **#smallbizchat**

2011-06-30 12:21 am [TaiGoodwin](#) A4 [@AnneMarieCoach](#) - I spent so much time trying to fit into other people's model to find my "brand" - it can take a while... **#smallbizchat**

2011-06-30 12:21 am [Featherssssss](#) Live right now - Interview with Brand Strategist and Business Coach [@AnneMarieCoach](#) <http://t.co/zBBxu7U> **#smallbizchat**

2011-06-30 12:21 am [JewelsThings](#) RT [@NauticalWheel](#): A5: customers who understand the brand and can relate to it **#smallbizchat**

2011-06-30 12:21 am [TaiGoodwin](#) RT [@AnnemarieCoach](#): A4b: It's not authentic. They will stand out – but for the false persona they are portraying. **#smallbizchat**

2011-06-30 12:21 am [janejordanmeier](#) RT [@smallbizlady](#): Q5 WHAT BENEFITS CAN BUSINESSES EXPECT TO SEE IF THEY TAKE THE TIME TO DEFINE THEIR UNIQUE BRAND? **#smallbizchat**

2011-06-30 12:21 am [doggdaze](#) Hello everyone. I's been a while and I'm late but I'm here :) **#smallbizchat**

2011-06-30 12:21 am [DasanjAberdeen](#) By taking control of your brand, you make it easier for customers. They don't have to decipher what you stand for. It's clear. **#smallbizchat**

2011-06-30 12:21 am [AnnemarieCoach](#) A5a: Building a strong brand can also help you build your credibility and reputation as a specialist – an expert in yr field. **#smallbizchat**

2011-06-30 12:21 am [RebeccaEParsons](#) RT [@Featherssssss](#): Live right now - Interview with Brand Strategist and Business Coach [@AnneMarieCoach](#) <http://t.co/zBBxu7U> **#smallbizchat**

2011-06-30 12:21 am [manta](#) A5: It's easier to sell your business when people can clearly see who your are, what you do, why you're unique - your brand. **#smallbizchat**

2011-06-30 12:21 am [ilovegarick](#) [@BizFinanceForum](#) Lol! Not at all! It's #community #collaboration! RT: Is that like lunatics running the asylum? [@TaiGoodwin](#) **#smallbizchat**

2011-06-30 12:22 am [BizFinanceForum](#) [@AnnemarieCoach](#) Sometimes people are afraid a unique brand will limit their client appeal. How do us respond? **#smallbizchat**

2011-06-30 12:22 am [JewelsThings](#) RT [@NauticalWheel](#): A4: You need to set yourself apart from your competition, what makes you different, what are you going to do differently? **#smallbizchat**

2011-06-30 12:22 am [mattsmansfield](#) RT [@AnnemarieCoach](#): A5a: a strong brand can help you build credibility and reputation as a specialist – an expert in yr field. **#smallbizchat**

2011-06-30 12:22 am [AnnemarieCoach](#) A5b: Once u have a clear idea on yr brand u can be on-brand in e/thing u do & start to build credibility in a specific field **#smallbizchat**

2011-06-30 12:22 am [TaiGoodwin](#) RT [@BizFinanceForum](#): I heard once there is a very thin line between lunacy and genius - LOL **#smallbizchat**

2011-06-30 12:22 am [thebarefootceo](#) A5: customer loyalty and devotion to your brand **#smallbizchat**

2011-06-30 12:22 am [manta](#) A5b: sell your business meaning sell yourself to clients, potential partners, and the general public. **#smallbizchat**

2011-06-30 12:23 am [ilovegarick](#) RT [@manta](#): A5: It's easier to sell your business when people can clearly see who your are, what you do, why you're unique - your brand. **#smallbizchat**

2011-06-30 12:23 am [DasanjAberdeen](#) A5: Taking the time to brand means less wasted time & confusion for the customer. Easier for them to decide to buy. **#smallbizchat**

2011-06-30 12:23 am [TaiGoodwin](#) [@ilovegarick](#) You got that right! #community #collaboration # and generosity! **#smallbizchat**

2011-06-30 12:23 am [BizFinanceForum](#) [@TaiGoodwin](#) LOL Crazy like a genius? **#smallbizchat**

2011-06-30 12:23 am [WithinEssence](#) Tuning into **#smallbizchat**!! Exactly how I like to spend my nights... #educated

2011-06-30 12:23 am [thehealthmaven](#) A5-Ultimately, a unique brand will generate revenue - if not, revisit the brand concept from more focused market perspective **#smallbizchat**

2011-06-30 12:23 am [TheAfter5Edge](#) RT [@mattsmansfield](#): A5. A clear message to the market (and customers) about what they do and how they do it. **#smallbizchat**

2011-06-30 12:23 am [TaiGoodwin](#) RT [@smallbizlady](#): Q5 WHAT BENEFITS CAN BUSINESSES EXPECT TO SEE IF THEY TAKE THE TIME TO DEFINE THEIR UNIQUE BRAND? **#smallbizchat**

2011-06-30 12:23 am [smallbizlady](#) RT [@AnnemarieCoach](#) A5b Once u have a clear idea on yr brand u can be on-brand in thing u do & build credibility in yr field **#smallbizchat**

2011-06-30 12:23 am [doggdaze](#) RT [@BizFinanceForum](#): [@AnnemarieCoach](#) Sometimes pple r afraid a unique brand will limit their client appeal. How do u respond? **#smallbizchat**

2011-06-30 12:23 am [berkshire_ideas](#) It's where innovation is born. RT RT [@BizFinanceForum](#): I heard once there is a very thin line between lunacy and genius - LOL **#smallbizchat**

2011-06-30 12:23 am [RebeccaEParsons](#) A brand serves as a convenient container for ur reputation & ur marketing message...and it better be attractive!!! **#smallbizchat**

2011-06-30 12:23 am [BizFinanceForum](#) RT [@DasanjAberdeen](#): A5: Taking time to brand means less wasted time & confusion 4 customer. Easier for them to decide to buy. **#smallbizchat**

2011-06-30 12:24 am [referralbonus](#) Just found out about **#smallbizchat** and thought I'd jump in!

2011-06-30 12:24 am [deunequetv](#) RT [@manta](#): A5: It's easier to sell your business when people can clearly see who your are, what you do, why you're unique - your brand. **#smallbizchat**

2011-06-30 12:24 am [DonGaddyII](#) A5: biz owners will in essence separate from the pack and will be more visible because of them developing unique value **#smallbizchat**

2011-06-30 12:24 am [DasanjAberdeen](#) With branding, you get to be in the driver's seat and in control. You're at liberty to create what you want. **#smallbizchat**

2011-06-30 12:24 am [My_WebEvent](#) RT [@AnnemarieCoach](#): A5a: Building a strong brand can help build credibility & reputation as a specialist – expert in yr field. **#smallbizchat**

2011-06-30 12:24 am [Feathersssss](#) RT [@AnnemarieCoach](#): A3b: Even tho u may be speaking abt a similar topic as yr competition what WILL be different is 'how' u deliver the info. **#smallbizchat**

2011-06-30 12:24 am [berkshire_ideas](#) RT [@RebeccaEParsons](#): A brand serves as a convenient container for ur reputation & ur marketing message... **#smallbizchat**

2011-06-30 12:24 am [TaiGoodwin](#) RT [@WithinEssence](#): Tuning into **#smallbizchat**!! Exactly how I like to spend my nights - glad u could join us!

2011-06-30 12:24 am [smallbizlady](#) Q6: WHAT ARE THE FOUR STEPS TO CONSIDER WHEN PEOPLE

WERE GOING THROUGH THE PROCESS OF DEFINING A BUSINESS BRAND? **#smallbizchat**

- 2011-06-30 12:24 am [Featherssssss](#) RT [@AnnemarieCoach](#): A4: What happens when people start up their biz is they look to see what their competitors/other bizs are doing. **#smallbizchat**
- 2011-06-30 12:24 am [RebeccaEParsons](#) me 2 RT [@referralbonus](#): Just found out about **#smallbizchat** and thought I'd jump in! **#smallbizchat**
- 2011-06-30 12:24 am [Featherssssss](#) RT [@AnnemarieCoach](#): A4a: When they see s/thing that seems to be working for others bizs, they copy elements of these brands. Unwise. **#smallbizchat**
- 2011-06-30 12:24 am [Morgan_LP](#) A5: The brand gives customers something to connect with. It attracts the ideal customer and weeds out the rest. **#smallbizchat**
- 2011-06-30 12:24 am [TaiGoodwin](#) [@referralbonus](#) Welcome to the chat! **#smallbizchat**
- 2011-06-30 12:25 am [smallbizlady](#) [@referralbonus](#) welcome :o) **#smallbizchat**
- 2011-06-30 12:25 am [Featherssssss](#) RT [@thebarefootceo](#): A5: customer loyalty and devotion to your brand **#smallbizchat**
- 2011-06-30 12:25 am [TheAfter5Edge](#) Each day we make certain decisions because of branding. Be clear & make the decision easier for your customers. **#smallbizchat**
- 2011-06-30 12:25 am [Featherssssss](#) RT [@TaiGoodwin](#): RT [@BizFinanceForum](#): I heard once there is a very thin line between lunacy and genius - LOL **#smallbizchat**
- 2011-06-30 12:25 am [doggdaze](#) RT [@DasanjAberdeen](#): w/branding, u get to be in the driver's seat and in control. You're at liberty to create what you want. **#smallbizchat**
- 2011-06-30 12:25 am [yumdelish_det](#) RT [@manta](#): A5: It's easier to sell your business when people can clearly see who you are, what you do, why you're unique - your brand. **#smallbizchat**
- 2011-06-30 12:25 am [DasanjAberdeen](#) RT [@My_WebEvent](#): RT [@AnnemarieCoach](#): A5a: Building a strong brand can help build credibility & reputation as a specialist – expert in yr field. **#smallbizchat**
- 2011-06-30 12:25 am [TaiGoodwin](#) RT [@AnnemarieCoach](#): A5b Once u have a clear idea on yr brand u can be on-brand in thing u do & build credibility in yr field **#smallbizchat**
- 2011-06-30 12:25 am [Featherssssss](#) RT [@AnnemarieCoach](#): A5b: Once u have a clear idea on yr brand u can be on-brand in e/thing u do & start to build credibility in a specific field **#smallbizchat**
- 2011-06-30 12:25 am [DonGaddyll](#) Welcome! RT [@referralbonus](#): Just found out about **#smallbizchat** and thought I'd jump in!
- 2011-06-30 12:25 am [TaiGoodwin](#) RT [@RebeccaEParsons](#): A brand serves as a convenient container for ur reputation & ur marketing message.. **#smallbizchat**
- 2011-06-30 12:25 am [AnnemarieCoach](#) A6: The first step is to define your brand attributes. These are yr characteristics; yr unique qualities; yr quirkiness. **#smallbizchat**
- 2011-06-30 12:25 am [ilovegarick](#) IMHO, Once you've defined your brand, customers can #connect & #engage. You can take control & build your #community **#smallbizchat**
- 2011-06-30 12:25 am [RebeccaEParsons](#) RT [@AnnemarieCoach](#): Even tho u may be speaking abt a similar topic as yr compet. what WILL be different is 'how' u deliver. **#smallbizchat**
- 2011-06-30 12:26 am [AnnemarieCoach](#) A6a: What do people often admire about you? **#smallbizchat**
- 2011-06-30 12:26 am [doggdaze](#) RT [@smallbizlady](#): Q6: WHAT ARE THE 4 STEPS TO CONSIDER WHEN PEOPLE WERE GOING THROUGH THE PROCESS OF

2011-06-30 12:26 am [manta](#) DEFINING A BIZ BRAND? **#smallbizchat**
RT [@Morgan_LP](#): A5: A brand gives customers something to connect with. It attracts the ideal customer and weeds out the rest. **#smallbizchat**

2011-06-30 12:26 am [Featherssssss](#) be mindful, someone is ALWAYS watching. **#smallbizchat**
2011-06-30 12:26 am [DasanjAberdeen](#) To create a brand, write down what makes you unique. What is your selling proposition? What is your value-added? **#smallbizchat**

2011-06-30 12:26 am [AnnemarieCoach](#) A6b: Do u have a quiriness about u that is often mentioned as being s/thing unique & essentially 'you'? **#smallbizchat**
2011-06-30 12:26 am [WithinEssence](#) So am I :) RT [@TaiGoodwin](#) RT [@WithinEssence](#): Tuning into **#smallbizchat!!** Exactly how I like to spend my nights - glad u could join us!

2011-06-30 12:26 am [TaiGoodwin](#) RT [@DonGaddyII](#): A5: biz owners will in separate from the pack and be more visible because of them developing unique value **#smallbizchat**

2011-06-30 12:26 am [Morgan_LP](#) A5: A strong brand helps you stand out in a crowded marketplace. **#smallbizchat**

2011-06-30 12:26 am [BizFinanceForum](#) RT [@AnnemarieCoach](#): A6: The first step is to define your brand attributes. These are yr quiriness. <- Yes! Don't be afraid **#smallbizchat**

2011-06-30 12:26 am [TaiGoodwin](#) Q6: WHAT ARE THE FOUR STEPS TO CONSIDER WHEN PEOPLE WERE GOING THROUGH THE PROCESS OF DEFINING A BUSINESS BRAND? **#smallbizchat**

2011-06-30 12:27 am [WithinEssence](#) RT [@berkshire_ideas](#): RT [@RebeccaEParsons](#): A brand serves as a convenient container for ur reputation & ur marketing message... **#smallbizchat**

2011-06-30 12:27 am [My_WebEvent](#) RT [@AnnemarieCoach](#): A6: The first step: define your brand attributes. These are characteristics; unique qualities; quiriness. **#smallbizchat**

2011-06-30 12:27 am [smallbizlady](#) Q7: WHAT'S THE SECOND STEP IN DEFINING YOUR BRAND? **#smallbizchat**

2011-06-30 12:27 am [BC_Accessories](#) As a NYC Jewelry Designer & CEO creating a Brand is key! Ladies, is it about repeating the same message to consumer@ all time? **#smallbizchat**

2011-06-30 12:27 am [mattsmansfield](#) RT [@DasanjAberdeen](#): W/branding, u in driver's seat & in control>partly- folks decide what to think about u based on experience **#smallbizchat**

2011-06-30 12:27 am [mattsmansfield](#) RT [@Featherssssss](#): be mindful, someone is ALWAYS watching. > #truthn **#smallbizchat**

2011-06-30 12:27 am [TaiGoodwin](#) RT [@Morgan_LP](#): A5: A strong brand helps you stand out in a crowded marketplace. **#smallbizchat**

2011-06-30 12:27 am [WithinEssence](#) RT [@AnnemarieCoach](#): A3b: Even tho u may be speaking abt a similar topic as yr competition what WILL be different is 'how' u deliver the info. **#smallbizchat**

2011-06-30 12:27 am [DasanjAberdeen](#) A6: Ask: What competencies do you have that are in line with the position you want? What contributions have you made? **#smallbizchat**

2011-06-30 12:27 am [My_WebEvent](#) RT [@TaiGoodwin](#): Q6: WHAT ARE THE FOUR STEPS TO CONSIDER WHEN GOING THROUGH THE PROCESS OF DEFINING A BUSINESS BRAND? **#smallbizchat**

2011-06-30 12:27 am [TheMogulista](#) I love this! -----> **#smallbizchat**

2011-06-30 12:27 am [TaiGoodwin](#) RT [@AnnemarieCoach](#): A6: The first step: define your brand attributes. These are characteristics; unique qualities; quirkiness. **#smallbizchat**

2011-06-30 12:27 am [referralbonus](#) [@TaiGoodwin](#) Thank you! **#smallbizchat**

2011-06-30 12:27 am [BlackDreams](#) A4 Making ur brand stand out is very important in a digital age because, there is limitless options for vendors. **#smallbizchat**

2011-06-30 12:28 am [referralbonus](#) [@DonGaddyll](#) Thank you! **#smallbizchat**

2011-06-30 12:28 am [Featherssssss](#) RT [@mattsmansfield](#): RT [@Featherssssss](#): be mindful, someone is ALWAYS watching. > #truthn **#smallbizchat**

2011-06-30 12:28 am [BlackDreams](#) RT [@mattsmansfield](#): [@taigoodwin](#) Personality is so key to brand, I agree! **#smallbizchat**

2011-06-30 12:28 am [TaiGoodwin](#) RT [@AnnemarieCoach](#): A6a: What do people often admire about you? **#smallbizchat**

2011-06-30 12:28 am [ilovegarick](#) [@Featherssssss](#) That green lipstick.. #awesomesauce branding. (yes, people are watching & someone noticed ☺☺☺) **#smallbizchat**

2011-06-30 12:28 am [doggdaze](#) RT [@AnnemarieCoach](#): The 1st step is 2 define ur brand attributes. These r yr characteristics; yr unique qualities **#smallbizchat**

2011-06-30 12:28 am [WithinEssence](#) RT [@manta](#): A5: It's easier to sell your business when people can clearly see who you are, what you do, why you're unique - your brand. **#smallbizchat**

2011-06-30 12:28 am [AnnemarieCoach](#) A7: Getting clear on yr brand strengths. These are yr gifts and talents – things that u are naturally good at. **#smallbizchat**

2011-06-30 12:28 am [BlackDreams](#) RT [@mattsmansfield](#): RT [@Featherssssss](#): be mindful, someone is ALWAYS watching. > #truthn **#smallbizchat**

2011-06-30 12:28 am [smallbizlady](#) [@TheMogulista](#) :0) **#smallbizchat**

2011-06-30 12:28 am [TheAfter5Edge](#) A6: Write down what makes you unique. What is your selling proposition? What is your value-added? Answers should move you. **#smallbizchat**

2011-06-30 12:28 am [AnnemarieCoach](#) A7a: What do people most admire about you? **#smallbizchat**

2011-06-30 12:28 am [TaiGoodwin](#) A6: [@SmallBizLady](#) - I think that's what you refer to as your "Secret Sauce"! **#smallbizchat**

2011-06-30 12:29 am [AnnemarieCoach](#) A7b: Think about yr achievements. What strengths & talents did u use to secure these successes? **#smallbizchat**

2011-06-30 12:29 am [doggdaze](#) RT [@smallbizlady](#): Q7: WHAT'S THE SECOND STEP IN DEFINING YOUR BRAND? **#smallbizchat**

2011-06-30 12:29 am [TaiGoodwin](#) RT [@smallbizlady](#): Q7: WHAT'S THE SECOND STEP IN DEFINING YOUR BRAND? **#smallbizchat**

2011-06-30 12:29 am [MyCareerCentral](#) Just joining **#smallbizchat** & it's good already!

2011-06-30 12:29 am [TaiGoodwin](#) RT [@BlackDreams](#): RT [@mattsmansfield](#): RT [@Featherssssss](#): be mindful, someone is ALWAYS watching. **#smallbizchat**

2011-06-30 12:29 am [berkshire_ideas](#) A6: 1:Can I stand behind it? 2:Will it define my product? 3:Can my customers stand behind it? 4:Does it stand out in a crowd? **#smallbizchat**

2011-06-30 12:29 am [smallbizlady](#) If you know a small biz owner who could use some advice tell them to follow [@SmallBizChat](#) and join us every Wed 8-9 ET **#smallbizchat**

2011-06-30 12:29 am [ilovegarick](#) So what is your brand? And how do you bring personality to the conversation? **#smallbizchat**

2011-06-30 12:29 am [BlackDreams](#) RT [@mattsmansfield](#) RT [@Featherssssss](#): be mindful, someone is ALWAYS watching. > #truthn **#smallbizchat** (watching & making

judgements)

2011-06-30 12:29 am [Feathersssss](#) RT [@ilovegarick](#): [@Feathersssss](#) That green lipstick.. #awesomesauce branding. (yes, people are watching & someone noticed ☺☺☺) **#smallbizchat**

2011-06-30 12:29 am [doggdaze](#) RT [@AnnemarieCoach](#): A7: Getting clear on yr brand strengths. These r yr gifts & talents – things that u r naturally good at. **#smallbizchat**

2011-06-30 12:29 am [smallbizlady](#) For tips on #smallbiz success subscribe to Melinda Emerson's blog at <http://www.succeedasyourownboss.com> **#smallbizchat**

2011-06-30 12:29 am [doggdaze](#) RT [@AnnemarieCoach](#): A7b: Think about yr achievements. What strengths & talents did u use to secure these successes? **#smallbizchat**

2011-06-30 12:29 am [TaiGoodwin](#) RT [@TheAfter5Edge](#): A6: Write down what makes you unique. What is your selling proposition? What is your value-added? **#smallbizchat**

2011-06-30 12:30 am [smallbizlady](#) 3 Technology Tools to Help Your Small Business <http://shar.es/HljEX> **#smallbizchat**

2011-06-30 12:30 am [RebeccaEParsons](#) best thing abt 'good' branding is that ppl are much more likely to remember ur biz **#smallbizchat**

2011-06-30 12:30 am [Feathersssss](#) RT [@BlackDreams](#): RT [@mattsmansfield](#) RT [@Feathersssss](#): be mindful, someone is ALWAYS watching. > #truthn **#smallbizchat** (watching & making judgements)

2011-06-30 12:30 am [DasanjAberdeen](#) [@MattSMansfield](#) You start the branding process but follow through is important to ensure customers get promised experience. **#smallbizchat**

2011-06-30 12:30 am [Feathersssss](#) RT [@TaiGoodwin](#): RT [@BlackDreams](#): RT [@mattsmansfield](#): RT [@Feathersssss](#): be mindful, someone is ALWAYS watching. **#smallbizchat**

2011-06-30 12:30 am [TaiGoodwin](#) RT [@berkshire_ideas](#): A6: 1:Can I stand behind it? 2:Will it define my product? ...Great list of questions! **#smallbizchat**

2011-06-30 12:30 am [smallbizlady](#) Check out [@SmallBizLady's](#) interview with [@TaiGoodwin](#) on how to start a small biz while working full time <http://ow.ly/5pc8A> **#smallbizchat**

2011-06-30 12:30 am [ZacharyTraxler](#) I bleed my brand **#smallbizchat** #BuyLocal

2011-06-30 12:31 am [tedcoine](#) RT [@thebarefootceo](#): RT [@Manta](#) A1b: It's important to remember the core of great brands are passionate people. **#smallbizchat** #leadbiz

2011-06-30 12:31 am [sharon4success](#) [@SmallBizLady](#) now tuning in to **#smallbizchat**

2011-06-30 12:31 am [smallbizlady](#) Q8: WHAT'S THE THIRD STEP IN THE BRANDING PROCESS? **#smallbizchat**

2011-06-30 12:31 am [mattsmansfield](#) [@DasanjAberdeen](#) [@MattSMansfield](#) Right. But hard to control if you do not - winning mindshare back is tough! **#smallbizchat**

2011-06-30 12:31 am [ilovegarick](#) Can I invite #SM #CMGR s too? RT [@smallbizlady](#) ..tell small biz owners to follow [@SmallBizChat](#) & join us every Wed 8-9 ET **#smallbizchat**

2011-06-30 12:31 am [RebeccaEParsons](#) My brand value prop & mission is to inform, enlighten, encourage, delight and entertain you. **#smallbizchat**

2011-06-30 12:31 am [doggdaze](#) RT [@smallbizlady](#): Q8: WHAT'S THE THIRD STEP IN THE BRANDING PROCESS? **#smallbizchat**

2011-06-30 12:31 am [berkshire_ideas](#) If you answer yes to all 4 you sell it regardless of what it is.

#smallbizchat

- 2011-06-30 12:31 am [AnnemarieCoach](#) A8: This is about yr Brand Promise. This is what u guarantee people will receive when working with u. **#smallbizchat**
- 2011-06-30 12:31 am [TaiGoodwin](#) RT [@ZacharyTraxler](#): I bleed my brand **#smallbizchat** #BuyLocal >>>Now that's commtment! LOL
- 2011-06-30 12:31 am [DasanjAberdeen](#) If your answers about your brand don't move you, they won't move your potential client. **#smallbizchat**
- 2011-06-30 12:31 am [WithinEssence](#) RT [@My_WebEvent](#): Q4: Your unique brand is how you carve out a niche. Makes it easier for your target market to find you. **#smallbizchat**
- 2011-06-30 12:32 am [dannyhanssel](#) A6 What is your UNIQUE value proposition? What do you do that no one else does? **#smallbizchat**
- 2011-06-30 12:32 am [MyCareerCentral](#) RT@tedcoine:RT [@thebarefootceo](#): RT [@Manta](#) A1b: It's important to remember the core of great brands are passionate ppl.#leadbiz **#smallbizchat**
- 2011-06-30 12:32 am [AnnemarieCoach](#) A8a: What are u committed to delivering time & time again to each and every client u work with? **#smallbizchat**
- 2011-06-30 12:32 am [doggdaze](#) RT [@AnnemarieCoach](#): A8: This is about yr Brand Promise. This is what u guarantee people will receive when working with u. **#smallbizchat**
- 2011-06-30 12:32 am [WithinEssence](#) RT [@DasanjAberdeen](#): Having a brand is also part of your value proposition. Why do customers come to you? What sets you apart? **#smallbizchat**
- 2011-06-30 12:32 am [thehealthmaven](#) Very imporatat to match up your solution to market expectations consistently- be focused till your head pops off :) **#smallbizchat**
- 2011-06-30 12:32 am [RebeccaEParsons](#) RT [@My_WebEvent](#): Q4: Your unique brand is how you carve out a niche. Makes it easier for your target market to find you. **#smallbizchat**
- 2011-06-30 12:32 am [sharon4success](#) [@SmallBizLady](#) For new biz owners, how and/or where does one start to build their brand? **#smallbizchat**
- 2011-06-30 12:32 am [AnnemarieCoach](#) A8b: If u were to ask several of yr clients about their experience working with u – what wld they say? **#smallbizchat**
- 2011-06-30 12:32 am [TaiGoodwin](#) RT [@DasanjAberdeen](#): If your answers about your brand don't move you, they won't move your potential client. #truth **#smallbizchat**
- 2011-06-30 12:32 am [BizFinanceForum](#) [@AnnemarieCoach](#) Suggestions on how to set yourself up for success with the right clients? **#smallbizchat**
- 2011-06-30 12:32 am [doggdaze](#) RT [@AnnemarieCoach](#): A8a: What are u committed to delivering time & time again to each and every client u work with? **#smallbizchat**
- 2011-06-30 12:32 am [WithinEssence](#) RT [@smallbizlady](#): Q5 WHAT BENEFITS CAN BUSINESSES EXPECT TO SEE IF THEY TAKE THE TIME TO DEFINE THEIR UNIQUE BRAND? **#smallbizchat**
- 2011-06-30 12:32 am [pspringer](#) Brands speak to a promise. What is your brand promise? **#smallbizchat**.
- 2011-06-30 12:32 am [MyCareerCentral](#) RT [@dannyhanssel](#): A6 What is your UNIQUE value proposition? What do you do that no one else does? **#smallbizchat**
- 2011-06-30 12:32 am [SingleDadLife](#) RT [@SmallBizLady](#): [@AnnemarieCoach](#) Once u have a clear idea on yr brand u can build credibility in your field **#smallbizchat**
- 2011-06-30 12:32 am [CareerTips2Go](#) RT [@RebeccaEParsons](#): best thing abt 'good' branding is that ppl are much more likely to remember ur biz **#smallbizchat**
- 2011-06-30 12:33 am [RebeccaEParsons](#) RT [@Manta](#) A1b: Its important to remember the core of great brands

are passionate ppl.#leadbiz #bloggingn **#smallbizchat**

2011-06-30 12:33 am [saleslounge](#) RT [@Morgan_LP](#): A3: Brand is the experience as well as the emotions people have with & about your biz. **#smallbizchat**

2011-06-30 12:33 am [Morgan_LP](#) A6: Define your story. How did you get where U are? What challenges have U overcome? Ppl connect w/ ppl like them. **#smallbizchat**

2011-06-30 12:33 am [MarcREnriquez](#) In this economy, USP and Value Propositions are no longer enough - Google "Unique Imperative Proposition" **#smallbizchat**

2011-06-30 12:33 am [TaiGoodwin](#) RT [@BizFinanceForum](#): [@AnnemarieCoach](#) Suggestions on how to set yourself up for success with the right clients? **#smallbizchat**

2011-06-30 12:33 am [manta](#) RT [@pspringer](#): Brands speak to a promise. What is your brand promise? **#smallbizchat. #smallbizchat**

2011-06-30 12:33 am [smallbizlady](#) RT [@dannyhanssel](#): A6 What is your UNIQUE value proposition? What do you do that no one else does? **#smallbizchat**

2011-06-30 12:33 am [DasanjAberdeen](#) Put your brand in practice and make it consistent and convincing. Follow through & preventative measures are key! **#smallbizchat**

2011-06-30 12:33 am [ZacharyTraxler](#) RT [@pspringer](#): Brands speak to a promise. What is your brand promise? **#smallbizchat.**

2011-06-30 12:33 am [KahanPromotions](#) RT [@SmallBizLady](#): [@AnnemarieCoach](#) Once u have a clear idea on yr brand u can build credibility in your field **#smallbizchat**

2011-06-30 12:33 am [doggdaze](#) RT [@pspringer](#): Brands speak to a promise. What is your brand promise? **#smallbizchat.**

2011-06-30 12:33 am [TaiGoodwin](#) RT [@smallbizlady](#): Q8: WHAT'S THE THIRD STEP IN THE BRANDING PROCESS? **#smallbizchat**

2011-06-30 12:33 am [thebarefootceo](#) RT [@RebeccaEParsons](#) My brand value prop & mission is to inform, enlighten, encourage, delight and entertain you. **#smallbizchat**

2011-06-30 12:33 am [WithinEssence](#) RT [@smallbizlady](#): Q6: WHAT ARE THE FOUR STEPS TO CONSIDER WHEN PEOPLE WERE GOING THROUGH THE PROCESS OF DEFINING A BUSINESS BRAND? **#smallbizchat**

2011-06-30 12:33 am [berkshire_ideas](#) [@doggdaze @AnnemarieCoach](#) I like this: "each and every client u work with" **#smallbizchat**

2011-06-30 12:33 am [TaiGoodwin](#) RT [@manta](#): RT [@pspringer](#): Brands speak to a promise. What is your brand promise? **#smallbizchat**

2011-06-30 12:34 am [Moestep](#) RT [@manta](#): A1b: It's important to remember the core of great brands are passionate people. **#smallbizchat**

2011-06-30 12:34 am [mrclean1957](#) RT [@smallbizlady](#): For tips on #smallbiz success subscribe to Melinda Emerson's blog at <http://www.succeedasyourownboss.com> **#smallbizchat**

2011-06-30 12:34 am [smallbizlady](#) [@ilovegarick](#) Sure! the more small business owners we help the better! **#smallbizchat**

2011-06-30 12:34 am [mattsmansfield](#) RT [@DasanjAberdeen](#): Put your brand in practice-be consistent & convincing. Follow through & preventative measures key!> #truth **#smallbizchat**

2011-06-30 12:34 am [WithinEssence](#) RT [@manta](#): A1b: It's important to remember the core of great brands are passionate people. **#smallbizchat**

2011-06-30 12:34 am [BizFinanceForum](#) RT [@pspringer](#): Brands speak to a promise. What is your brand promise? <- If your brand really reflects you, easy to deliver. **#smallbizchat**

2011-06-30 12:34 am [deb0508](#) RT [@TheAfter5Edge](#): A6: Write down what makes you unique. What is your selling proposition? What is your value-added? Answers

2011-06-30 12:35 am [MyCareerCentral](#) should move you. **#smallbizchat**
'=)RT@thehealthmaven:Very important to match up ur solution to mkt expectations consistently-be focused till ur head pops off:)
#smallbizchat

2011-06-30 12:35 am [My_WebEvent](#) RT [@thehealthmaven](#): imporatant 2 match up your solution 2 market expectations consistently-be focused till your head pops off
#smallbizchat

2011-06-30 12:35 am [WithinEssence](#) RT [@TaiGoodwin](#): RT [@manta](#): RT [@pspringer](#): Brands speak to a promise. What is your brand promise? **#smallbizchat**

2011-06-30 12:35 am [MarcREnriquez](#) Unique Imperative Proposition answers prospect's new most imquestion: "Why CAN'T I NOT Afford To Do Business With You?
#smallbizchat

2011-06-30 12:35 am [smallbizlady](#) Q9: SO WHAT IS THE FINAL STEP WE NEED TO DO TO DEFINE OUR BRAND? **#smallbizchat**

2011-06-30 12:35 am [Featherssssss](#) USE YOUR RESOURCES!!!, did i mention using your resources lol?
#smallbizchat

2011-06-30 12:35 am [CareerTips2Go](#) #Brand: What are you good at, what do you do consistently well, and how do you deliver tangible results? **#smallbizchat**

2011-06-30 12:35 am [deb0508](#) RT [@tedcoine](#): RT [@thebarefootceo](#): RT [@Manta](#) A1b: It's important to remember the core of great brands are passionate people.
#smallbizchat #leadbiz

2011-06-30 12:35 am [doggdaze](#) RT [@smallbizlady](#): Q9: SO WHAT IS THE FINAL STEP WE NEED TO DO TO DEFINE OUR BRAND? **#smallbizchat**

2011-06-30 12:35 am [AnnemarieCoach](#) A9: This is where u breathe life into brand. It's defining the heart & soul of yr brand - yr Brand Essence, yr brand story. **#smallbizchat**

2011-06-30 12:35 am [TaiGoodwin](#) RT [@AnnemarieCoach](#): A8a: What are u committed to delivering time & time again to each and every client u work with? **#smallbizchat**

2011-06-30 12:35 am [TecaCameron](#) RT [@BizFinanceForum](#): RT [@pspringer](#): Brands speak to a promise. What is your brand promise? <- If your brand really reflects you, easy to deliver. **#smallbizchat**

2011-06-30 12:35 am [PaintDecoRetail](#) RT [@RebeccaEParsons](#): RT [@Manta](#) A1b: Its important to remember the core of great brands are passionate ppl.#leadbiz #blogging
#smallbizchat

2011-06-30 12:35 am [WithinEssence](#) RT [@thebarefootceo](#): RT [@RebeccaEParsons](#) My brand value prop & mission is to inform, enlighten, encourage, delight and entertain you. **#smallbizchat**

2011-06-30 12:35 am [TecaCameron](#) RT [@DasanjAberdeen](#): Put your brand in practice and make it consistent and convincing. Follow through & preventative measures are key! **#smallbizchat**

2011-06-30 12:35 am [AnnemarieCoach](#) A9b: I use Branding w/Archetypes sys to uncover a person's brand essence. There r 12 – each with their gifts & qualities. **#smallbizchat**

2011-06-30 12:35 am [berkshire_ideas](#) A9: OWN IT! **#smallbizchat**

2011-06-30 12:35 am [deb0508](#) RT [@manta](#): RT [@Morgan_LP](#): A5: A brand gives customers something to connect with. It attracts the ideal customer and weeds out the rest. **#smallbizchat**

2011-06-30 12:36 am [RebeccaEParsons](#) RT [@pspringer](#): Brands speak to a promise. What is your brand promise? <- If your brand really reflects you, easy to deliver.
#smallbizchat

2011-06-30 12:36 am [AnnemarieCoach](#) A9c: You can list 3-6 brand values? Also, consider how u want yr brand to make people feel? **#smallbizchat**

2011-06-30 12:36 am [MyCareerCentral](#) RT [@TaiGoodwin](#): RT [@AnnemarieCoach](#): A4b: It's not authentic. They will stand out—but for the false persona they are portraying. **#smallbizchat**

2011-06-30 12:36 am [saleslounge](#) Sending a round of virtual "tinis" with a twist...to everyone in **#smallbizchat**

2011-06-30 12:36 am [doggdaze](#) RT [@AnnemarieCoach](#): A9: This is where u breathe life into brand. It's defining the heart & soul of yr brand - yr Brand Essence **#smallbizchat**

2011-06-30 12:36 am [TecaCameron](#) RT [@BlackDreams](#): A4 Making ur brand stand out is very important in a digital age because, there is limitless options for vendors. **#smallbizchat**

2011-06-30 12:36 am [nimble](#) Our brand, our vision.. http://www.nimble.com/company/our_story Thanks for sharing **#smallbizchat #sba #smallbusiness**

2011-06-30 12:36 am [WithinEssence](#) RT [@DasanjAberdeen](#): Put your brand in practice and make it consistent and convincing. Follow through & preventative measures are key! **#smallbizchat**

2011-06-30 12:36 am [doggdaze](#) RT [@AnnemarieCoach](#): A9b: I use Branding w/Archetypes sys to uncover a person's brand essence. **#smallbizchat**

2011-06-30 12:36 am [smallbizlady](#) [@AnnemarieCoach](#) For new biz owners, how and/or where does one start to build their brand? **#smallbizchat**

2011-06-30 12:36 am [MyCareerCentral](#) RT@BizFinanceForum:@AnnemarieCoach Sometimes ppl are afraid a unique brand will limit their client appeal.How do us respond? **#smallbizchat**

2011-06-30 12:36 am [My_WebEvent](#) RT [@AnnemarieCoach](#): A9: Where u breathe life into brand. Defining heart & soul of yr brand - Brand Essence, brand story. **#smallbizchat**

2011-06-30 12:36 am [TaiGoodwin](#) RT [@MarcREnriquez](#): Unique Imperative Proposition answers = "Why CAN'T I NOT Afford To Do Business With You? Great Question! **#smallbizchat**

2011-06-30 12:36 am [TecaCameron](#) RT [@doggdaze](#): RT [@DasanjAberdeen](#): w/branding, u get to be in the driver's seat and in control. You're at liberty to create what you want. **#smallbizchat**

2011-06-30 12:36 am [berkshire_ideas](#) [@saleslounge](#) Olives for me please. **#smallbizchat**

2011-06-30 12:36 am [mattsmansfield](#) RT [@TecaCameron](#): RT [@BlackDreams](#): A4 Making ur brand stand out is very important in a digital age > also much harder. **#smallbizchat**

2011-06-30 12:37 am [deb0508](#) RT [@AnnemarieCoach](#): A5b: Once u have a clear idea on yr brand u can be on-brand in e/thing u do & start to build credibility in a specific field **#smallbizchat**

2011-06-30 12:37 am [TecaCameron](#) RT [@TheAfter5Edge](#): Each day we make certain decisions because of branding. Be clear & make the decision easier for your customers. **#smallbizchat**

2011-06-30 12:37 am [TaiGoodwin](#) RT [@AnnemarieCoach](#): A9c: You can list 3-6 brand values? Also, consider how u want yr brand to make people feel? **#smallbizchat**

2011-06-30 12:37 am [TecaCameron](#) RT [@thebarefootceo](#): A5: customer loyalty and devotion to your brand **#smallbizchat**

2011-06-30 12:37 am [thebarefootceo](#) What are you so passionate about you can't wait to get out of bed in morning and start doing it--build your brand around that **#smallbizchat**

2011-06-30 12:37 am [Feathersssss](#) RT [@DasanjAberdeen](#): Put your brand in practice and make it consistent and convincing. Follow through & preventative measures

are key! **#smallbizchat**

2011-06-30 12:37 am [MarcREnriquez](#) I coined the Unique Imperative Proposition after much work and explain it here: <http://t.co/74ILnvz> **#smallbizchat**

2011-06-30 12:37 am [BizFinanceForum](#) [@saleslounge](#) Make mine a chocolate-tini please :) **#smallbizchat**

2011-06-30 12:37 am [doggdaze](#) RT [@AnnemarieCoach](#): A9c: You can list 3-6 brand values? Also, consider how u want yr brand to make people feel? **#smallbizchat**

2011-06-30 12:37 am [DiVineStyling](#) RT [@WithinEssence](#): RT [@Manta](#): A1b: It's important to remember the core of great brands are passionate people. **#smallbizchat**

2011-06-30 12:37 am [Featherssssss](#) RT [@thebarefootceo](#): What are you so passionate about you can't wait to get out of bed in morning and start doing it--build your brand around that **#smallbizchat**

2011-06-30 12:37 am [DonGaddyII](#) Attention all entrepreneurs!! Tune in now to **#smallbizchat**

2011-06-30 12:37 am [pspringer](#) Your unique value prop has to be sustainable over time. Answer the "so what" question helps boil down answer. **#smallbizchat**

2011-06-30 12:38 am [ncguccigirl](#) RT [@doggdaze](#): RT [@DasanjAberdeen](#): w/branding, u get to be in the driver's seat and in control. You're at liberty to create what you want. **#smallbizchat**

2011-06-30 12:38 am [Featherssssss](#) RT [@Manta](#) A1b: It's important to remember the core of great brands are passionate people. **#smallbizchat**

2011-06-30 12:38 am [BlackDreams](#) RT [@ilovegarick](#): [@Featherssssss](#) That green lipstick.. #awesomesauce branding. (yes, people are watching & someone noticed ☺☺☺) **#smallbizchat**

2011-06-30 12:38 am [WithinEssence](#) RT [@TaiGoodwin](#): RT [@DasanjAberdeen](#): If your answers about your brand don't move you, they won't move your potential client. #truth **#smallbizchat**

2011-06-30 12:38 am [TaiGoodwin](#) Branding with ArchTypes...@AnnemarieCoach Is that a proprietary software or product you offer? **#smallbizchat**

2011-06-30 12:38 am [ilovegarick](#) [@berkshire_ideas](#) [@saleslounge](#) Wait, are we ordering drinks during **#smallbizchat** right now? Can I put in a request for food too?

2011-06-30 12:38 am [MyCareerCentral](#) RT@RebeccaEParsons:A brand serves as a convenient container for ur reputation & ur mktng message & it better be attractive! **#smallbizchat**

2011-06-30 12:38 am [RebeccaEParsons](#) RT [@pspringer](#): Your unique value prop has to be sustainable over time. Answer the "so what" question helps boil down answer. **#smallbizchat**

2011-06-30 12:38 am [AnnemarieCoach](#) [@smallbizlady](#) [@sharon4success](#) It's imp to define it first - then work on building yr brand **#smallbizchat**

2011-06-30 12:38 am [NancyRichmond](#) RT [@CareerTips2Go](#): #Brand: What are you good at, what do you do consistently well, and how do you deliver tangible results? **#smallbizchat**

2011-06-30 12:38 am [Featherssssss](#) [@thebarefootceo](#) I LOVE THAT! #smgirlfriends **#smallbizchat**

2011-06-30 12:38 am [deb0508](#) RT [@AnnemarieCoach](#): A3b: Even tho u may be speaking abt a similar topic as yr competition what WILL be different is 'how' u deliver the info. **#smallbizchat**

2011-06-30 12:38 am [RebeccaEParsons](#) TY 4 RT [@MyCareerCentral](#) **#smallbizchat**

2011-06-30 12:38 am [BizFinanceForum](#) Good Q! RT [@TaiGoodwin](#): Branding with ArchTypes...@AnnemarieCoach Is that a proprietary software or product you offer? **#smallbizchat**

2011-06-30 12:38 am [TaiGoodwin](#) RT [@WithinEssence](#): RT [@Manta](#): A1b: It's important to remember the core of great brands are passionate people. **#smallbizchat**

2011-06-30 12:39 am [smallbizlady](#) [@ZacharyTraxler](#) I bled my mission to end small business failure too. **#smallbizchat**

2011-06-30 12:39 am [Morgan_LP](#) [@pspringer](#) So funny! When I teach class, I refer to it as the "so what" factor. Great minds think alike! :) **#smallbizchat**

2011-06-30 12:39 am [DasanjAberdeen](#) Branding comes down to ownership. In what realm do you undeniably operate? **#smallbizchat**

2011-06-30 12:39 am [AnnemarieCoach](#) [@TaiGoodwin](#) Yes Branding w/Archetypes is proprietary & one of the systems I use in the process **#smallbizchat**

2011-06-30 12:39 am [mrshadeed](#) **#Smallbizchat** is underway. Check out the real-time archive for solid info on building your brand: <http://bit.ly/jZk71w>

2011-06-30 12:39 am [TaiGoodwin](#) RT [@thebarefootceo](#): What are you so passionate about you can't wait to get out of bed in morning and start doing it **#smallbizchat**

2011-06-30 12:39 am [TheAfter5Edge](#) RT [@DonGaddyII](#): Attention all entrepreneurs!! Tune in now to **#smallbizchat**

2011-06-30 12:39 am [MarcREnriquez](#) RT [@DonGaddyII](#): Attention all entrepreneurs!! Tune in now to **#smallbizchat**

2011-06-30 12:39 am [TheMogulista](#) Currently taking a plethora of notes. :-)
2011-06-30 12:40 am [mattsmansfield](#) [@TaiGoodwin](#) [@thebarefootceo](#) Breakfast! **#smallbizchat**
2011-06-30 12:40 am [TaiGoodwin](#) RT [@pspringer](#): Your unique value prop has to be sustainable over time. Answer the "so what" question helps boil down answer. **#smallbizchat**

2011-06-30 12:40 am [MyCareerCentral](#) RT@AnnemarieCoach:A6:1st step is to define ur brand attributes.These are ur characteristics;ur unique qualities;ur quirkiness. **#smallbizchat**

2011-06-30 12:40 am [Featherssssss](#) loving this **#smallbizchat**

2011-06-30 12:40 am [DasanjAberdeen](#) As you're branding, don't forget to be authentic. Branding allows you to convey your inner truths. **#smallbizchat**

2011-06-30 12:40 am [DonGaddyII](#) Now with more competition It is more important to develop brand loyalty **#smallbizchat**

2011-06-30 12:40 am [pspringer](#) More important to be passionate at what u do, can make \$ at and be one of top two in market... Then you've got a great oppty! **#smallbizchat**

2011-06-30 12:40 am [RebeccaEParsons](#) RT@AnnemarieCoach:A6:1st step is to define ur brand attributes.These are ur characteristics;ur unique qualities;ur quirkiness. **#smallbizchat**

2011-06-30 12:41 am [Morgan_LP](#) Your USP has to be valuable to your audience but also something you passionately believe in too. **#smallbizchat**

2011-06-30 12:41 am [smallbizlady](#) Q10: ONCE PEOPLE HAVE IDENTIFIED THESE THINGS, HOW CAN THEY START TO PUT IT ALL TOGETHER? **#smallbizchat**

2011-06-30 12:41 am [RebeccaEParsons](#) RT [@DasanjAberdeen](#): As youre branding, dont forget to be authentic. Branding allows you to convey your inner truths. **#smallbizchat**

2011-06-30 12:41 am [TaiGoodwin](#) RT [@smallbizlady](#): [@ZacharyTraxler](#) I bled my mission to end small business failure too. **#smallbizchat**

2011-06-30 12:41 am [doggdaze](#) A brand should be built around a set of core values & include everything that communicates what u & ur business is **#smallbizchat**

2011-06-30 12:42 am [mrshadeed](#) RT [@Manta](#) A1b: Its important to remember the core of great brands are passionate people. **#smallbizchat**

2011-06-30 12:42 am [WithinEssence](#) RT [@DasanjAberdeen](#): Branding comes down to ownership. In what realm do you undeniably operate? **#smallbizchat**

2011-06-30 12:42 am [TaiGoodwin](#) RT [@smallbizlady](#): Q10: ONCE PEOPLE HAVE IDENTIFIED THESE THINGS, HOW CAN THEY START TO PUT IT ALL TOGETHER? **#smallbizchat**

2011-06-30 12:42 am [RebeccaEParsons](#) RT [@WithinEssence](#): RT [@DasanjAberdeen](#): Branding comes down to ownership. In what realm do you undeniably operate? **#smallbizchat**

2011-06-30 12:43 am [TaiGoodwin](#) RT [@DonGaddyII](#): Now with more competition It is more important to develop brand loyalty **#smallbizchat**

2011-06-30 12:43 am [MarcREnriquez](#) Best if branding is BYPRODUCT of great experience - don't forget brand's impact = emotion it invokes! **#smallbizchat**

2011-06-30 12:43 am [DonGaddyII](#) Have a money making Passion and not a Passion for making money. Then you will go far. Passion is key in developing your brand **#smallbizchat**

2011-06-30 12:43 am [BC_Accessories](#) RT [@smallbizlady](#): Q10: ONCE PEOPLE HAVE IDENTIFIED THESE THINGS, HOW CAN THEY START TO PUT IT ALL TOGETHER? **#smallbizchat**

2011-06-30 12:43 am [WithinEssence](#) RT [@CareerTips2Go](#): #Brand: What are you good at, what do you do consistently well, and how do you deliver tangible results? **#smallbizchat**

2011-06-30 12:43 am [MyCareerCentral](#) RT [@TaiGoodwin](#): RT [@smallbizlady](#): Q10: ONCE PEOPLE HAVE IDENTIFIED THESE THINGS, HOW CAN THEY START TO PUT IT ALL TOGETHER? **#smallbizchat**

2011-06-30 12:43 am [ilovegarick](#) Agreed! RT [@doggdaze](#) A brand should be built around core values & include everything that communicates what u & ur business is **#smallbizchat**

2011-06-30 12:43 am [TheAfter5Edge](#) A10: Once you have a brand, thing big & move quickly. Be responsive, think ahead & keep your vision in mind. **#smallbizchat**

2011-06-30 12:43 am [deunequetv](#) RT [@manta](#): RT [@pspringer](#): Brands speak to a promise. What is your brand promise? **#smallbizchat. #smallbizchat**

2011-06-30 12:43 am [BC_Accessories](#) RT [@DasanjAberdeen](#): As you're branding, don't forget to be authentic. Branding allows you to convey your inner truths. **#smallbizchat**

2011-06-30 12:43 am [smallbizlady](#) A blog post with a more detailed Q & A with our guest comes out on Thursdays on [@Smallbizlady's](#) blog: <http://bit.ly/3x5Gm2> **#smallbizchat**

2011-06-30 12:43 am [WithinEssence](#) RT [@AnnemarieCoach](#): [@smallbizlady](#) [@sharon4success](#) It's imp to define it first - then work on building yr brand **#smallbizchat**

2011-06-30 12:43 am [denissemarie16](#) RT [@TheAfter5Edge](#): A10: Once you have a brand, thing big & move quickly. Be responsive, think ahead & keep your vision in mind. **#smallbizchat**

2011-06-30 12:43 am [smallbizlady](#) We're always looking for small biz experts to share...Here's how to be a guest on **#Smallbizchat** <http://bit.ly/4r5KEZ> **#smallbizchat**

2011-06-30 12:43 am [manta](#) A10: Start by putting a business plan in place. Make sure your brand focus and your passion is in every part of that plan. **#smallbizchat**

2011-06-30 12:44 am [doggdaze](#) A brand should be built around a set of core values & include everything that communicates what u & ur business are **#smallbizchat**

2011-06-30 12:44 am [berkshire_ideas](#) [@TheAfter5Edge](#): A10: Once you have a brand, thing big & move quickly. Be responsive, think ahead & keep your vision in mind. **#smallbizchat**

2011-06-30 12:44 am [TaiGoodwin](#) So much great info being shared tonight the transcript for this is going to be Awesome! **#smallbizchat**

2011-06-30 12:44 am [BC_Accessories](#) RT [@MarcREnriquez](#): I coined the Unique Imperative Proposition after much work and explain it here: <http://t.co/74lLnvz> **#smallbizchat**

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2011-06-30 12:44 am [TaiGoodwin](#) RT [@MarcREnriquez](#): Best if branding is BYPRODUCT of great experience - don't forget brand's impact = emotion it invokes! **#smallbizchat**

2011-06-30 12:44 am [smallbizlady](#) [@SmallBizLady's](#) Summer Reading List 2011 <http://shar.es/Hlwo5> **#smallbizchat**

2011-06-30 12:44 am [nimble](#) Agreed! RT [@doggdaze](#) A brand should be built around core values & include everything that communicates what u & ur business is **#smallbizchat**

2011-06-30 12:44 am [TaleofABaseball](#) RT [@smallbizlady](#): We're always looking for small biz experts to share...Here's how to be a guest on **#Smallbizchat** <http://bit.ly/4r5KEZ> **#smallbizchat**

2011-06-30 12:44 am [TaiGoodwin](#) RT [@CareerTips2Go](#): #Brand: What are you good at, what do you do consistently well, and how do you deliver tangible results? **#smallbizchat**

2011-06-30 12:44 am [berkshire_ideas](#) [@manta](#): A10: Start by putting a business plan in place. Make sure your brand focus and passion is in every part of that plan. **#smallbizchat**

2011-06-30 12:44 am [dannyhanssel](#) RT [@manta](#): A5: It's easier to sell your business when people can clearly see who your are, what you do, why you're unique - your brand. **#smallbizchat**

2011-06-30 12:45 am [berkshire_ideas](#) RT [@smallbizlady](#): [@SmallBizLady's](#) Summer Reading List 2011 <http://shar.es/Hlwo5> **#smallbizchat**

2011-06-30 12:45 am [manta](#) A10b: Everything in your business should tie back to your core brand values and focus. **#smallbizchat**

2011-06-30 12:45 am [BC_Accessories](#) RT [@BizFinanceForum](#): RT [@pspringer](#): Brands speak to a promise. What is your brand promise? <- If your brand really reflects you, easy to deliver. **#smallbizchat**

2011-06-30 12:45 am [MyCareerCentral](#) RT@BC_Accessories: RT@DasanjAberdeen:As ur branding,don't forget 2B authentic.Branding allows u to convey ur inner truths. **#smallbizchat**

2011-06-30 12:45 am [TaiGoodwin](#) We're always looking for small biz experts to share...Here's how to be a guest on **#Smallbizchat** <http://bit.ly/4r5KEZ> **#smallbizchat**

2011-06-30 12:45 am [NauticalWheel](#) it's important to keep your brand in mind but understand that both you and your brand will grow and evolve **#smallbizchat**

2011-06-30 12:45 am [DonGaddyll](#) If you haven't go checkout [@TaiGoodwin](#) social media publications. #win a tool to establish your brand **#smallbizchat**

2011-06-30 12:45 am [smallbizlady](#) 10 Things to Grow Your Business This Summer <http://shar.es/HlK0u> **#smallbizchat**

2011-06-30 12:45 am [BC_Accessories](#) RT [@manta](#): A10b: Everything in your business should tie back to your core brand values and focus. **#smallbizchat**

2011-06-30 12:45 am [TheMogulista](#) RT [@DonGaddyII](#): Attention all entrepreneurs!! Tune in now to **#smallbizchat**

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2011-06-30 12:45 am [MyCareerCentral](#) RT [@AnnemarieCoach](#) A5b Once u have a clear idea on yr brand u can be on-brand in thing u do & build credibility in yr field **#smallbizchat**

2011-06-30 12:45 am [smallbizlady](#) Q11: ONCE WE HAVE DEFINED OUR BRANDS, WHAT ELSE CAN WE DO TO CONTINUE BUILDING OUR BRANDS? **#smallbizchat**

2011-06-30 12:45 am [TaiGoodwin](#) RT [@MarcREnriquez](#): I coined the Unique Imperative Proposition after much work and explain it here: <http://t.co/74ILnvz> **#smallbizchat**

2011-06-30 12:46 am [BC Accessories](#) RT [@smallbizlady](#): 10 Things to Grow Your Business This Summer <http://shar.es/HIK0u> **#smallbizchat**

2011-06-30 12:46 am [smallbizlady](#) Get your FREE chapter of Become Your Own Boss in 12 Months: <http://bit.ly/eM4XTR> **#smallbizchat**

2011-06-30 12:46 am [DasanjAberdeen](#) RT [@manta](#): A10b: Everything in your business should tie back to your core brand values and focus. **#smallbizchat**

2011-06-30 12:46 am [Featherssssss](#) RT [@smallbizlady](#): Get your FREE chapter of Become Your Own Boss in 12 Months: <http://bit.ly/eM4XTR> **#smallbizchat**

2011-06-30 12:46 am [AnnemarieCoach](#) A11: It's imp to on-brand in e/thing u do. Be consistent in the info u share to build yr profile as an expert. **#smallbizchat**

2011-06-30 12:46 am [venusynergy](#) RT [@smallbizlady](#): 10 Things to Grow Your Business This Summer <http://shar.es/HIK0u> **#smallbizchat**

2011-06-30 12:46 am [NauticalWheel](#) Q11: I think if you're online then it's time to show face and vice versa **#smallbizchat**

2011-06-30 12:46 am [BC Accessories](#) RT [@BizFinanceForum](#): RT [@smallbizlady](#): A blog post with a more detailed Q & A with our guest comes out on Thursdays on blog: <http://bit.ly/3x5Gm2> **#smallbizchat**

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2011-06-30 12:46 am [TaiGoodwin](#) RT [@smallbizlady](#): Get your FREE chapter of Become Your Own Boss in 12 Months: <http://bit.ly/eM4XTR> **#smallbizchat**

2011-06-30 12:46 am [AnnemarieCoach](#) A11b: Some can weaken their brands & not reach expert status b/c they are involved in too many areas. **#smallbizchat**

2011-06-30 12:46 am [pspringer](#) A10: Nothing happens until u sell something! Your first customers are not your best as your learning & adjusting then focus **#smallbizchat**

2011-06-30 12:47 am [referralbonus](#) A11 Reiterate your brand in all aspects of your work. **#smallbizchat**

2011-06-30 12:47 am [berkshire_ideas](#) A11: this is an ongoing process - all these criteria have to be met over and over again. **#smallbizchat**

2011-06-30 12:47 am [AnnemarieCoach](#) A11c: Know the old saying "a jack-of-all-trades and a master of none"? Don't be known as a master of none. **#smallbizchat**

2011-06-30 12:47 am [TaiGoodwin](#) RT [@smallbizlady](#): 10 Things to Grow Your Business This Summer <http://shar.es/HIK0u> **#smallbizchat**

2011-06-30 12:47 am [Featherssssss](#) RT [@DonGaddyII](#): Attention all entrepreneurs!! Tune in now to **#smallbizchat**

2011-06-30 12:47 am [TaiGoodwin](#) RT [@smallbizlady](#): Q11: ONCE WE HAVE DEFINED OUR BRANDS, WHAT ELSE CAN WE DO TO CONTINUE BUILDING OUR BRANDS? **#smallbizchat**

2011-06-30 12:47 am [thehealthmaven](#) I think that CEO's develop a strong futuristic mindset to see where the next move they need to make re: their brand perception
#smallbizchat

2011-06-30 12:47 am [RebeccaEParsons](#) RT [@AnnemarieCoach](#): A11c: Know the old saying "a jack-of-all-trades and a master of none"? Don't be known as a master of none. **#smallbizchat**

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2011-06-30 12:47 am [FinancialGuide](#) RT [@TaiGoodwin](#): RT [@smallbizlady](#): 10 Things to Grow Your Business This Summer <http://shar.es/HIK0u> **#smallbizchat**

2011-06-30 12:47 am [DonGaddyll](#) RT [@TaiGoodwin](#): RT [@smallbizlady](#): 10 Things to Grow Your Business This Summer <http://shar.es/HIK0u> **#smallbizchat**

2011-06-30 12:47 am [Morgan_LP](#) A10: A brand is something you live. It's your business lifestyle. **#smallbizchat**

2011-06-30 12:47 am [TaiGoodwin](#) RT [@NauticalWheel](#): A11: I think if you're online then it's time to show face and vice versa **#smallbizchat**

2011-06-30 12:47 am [mrshadeed](#) [@MarcREnriquez](#) Your produced a solid blog post. Well written: <http://t.co/RZd8c0o> **#smallbizchat**

2011-06-30 12:48 am [DasanjAberdeen](#) As you brand, remember to be true to yourself. Let this be the simplicity & authenticity you build your brand around. **#smallbizchat**

2011-06-30 12:48 am [Feathersssss](#) how and where do i start developing a system for my business **#smallbizchat**

2011-06-30 12:48 am [BlackDreams](#) **#smallbizchat** customers want to know that, u care, ur branding has to show ur customers that u care. Not that ur ... <http://tmi.me/clgRS>

2011-06-30 12:48 am [doggdaze](#) RT [@AnnemarieCoach](#): A11: It's imp to on-brand in e/thing u do. B consistent in the info u share 2build yr profile as an expert **#smallbizchat**

2011-06-30 12:48 am [thebarefootceo](#) !! [@MattSMansfield](#) [@TaiGoodwin](#) [@thebarefootceo](#) Breakfast! **#smallbizchat**

2011-06-30 12:48 am [WithinEssence](#) RT [@doggdaze](#): RT [@AnnemarieCoach](#): A9c: You can list 3-6 brand values? Also, consider how u want yr brand to make people feel? **#smallbizchat**

2011-06-30 12:48 am [good_boy_roy](#) RT [@smallbizlady](#): For tips on #smallbiz success subscribe to Melinda Emerson's blog at <http://www.succeedasyourownboss.com> **#smallbizchat**

2011-06-30 12:48 am [doggdaze](#) RT [@AnnemarieCoach](#): A11b: Some can weaken their brands & not reach expert status b/c they are involved in too many areas. **#smallbizchat**

2011-06-30 12:48 am [MarcREnriquez](#) Focus on deepening relationship w/ clients brand develops itself. Still, important to market smart! **#smallbizchat**

2011-06-30 12:48 am [TaiGoodwin](#) RT [@Feathersssss](#): RT [@DonGaddyll](#): Attention all entrepreneurs!! Tune in now to **#smallbizchat** - And we're here every Wednesday!

2011-06-30 12:48 am [BC_Accessories](#) RT [@TaiGoodwin](#): We're always looking for small biz experts to share...Here's how to be a guest on **#Smallbizchat** <http://bit.ly/4r5KEZ> **#smallbizchat**

2011-06-30 12:48 am [ProfessaHutch](#) RT [@smallbizlady](#): 3 Technology Tools to Help Your Small Business

2011-06-30 12:48 am [WithinEssence](#) <http://shar.es/HljEX> #smallbizchat RT [@MarcREnriquez](#): I coined the Unique Imperative Proposition after much work and explain it here: <http://t.co/74ILnvz> #smallbizchat

2011-06-30 12:49 am [berkshire_ideas](#) RT [@DasanjAberdeen](#): As you brand, remember to be true to yourself. the simplicity & authenticity you build your brand around. #smallbizchat

2011-06-30 12:49 am [doggdaze](#) RT [@AnnemarieCoach](#): A11c: Know the old saying "a jack-of-all-trades and a master of none"? Don't be known as a master of none. #smallbizchat

2011-06-30 12:49 am [AfricaHannibal](#) RT [@smallbizlady](#): Get your FREE chapter of Become Your Own Boss in 12 Months: <http://bit.ly/eM4XTR> #smallbizchat

2011-06-30 12:49 am [TalkisCheepcom](#) RT [@smallbizlady](#): Get your FREE chapter of Become Your Own Boss in 12 Months: <http://bit.ly/eM4XTR> #smallbizchat

2011-06-30 12:49 am [DonGaddyll](#) Adding to [@AnnemarieCoach](#) last answer...people want an expert or specialist not mediocrity #smallbizchat

2011-06-30 12:49 am [Feathersssss](#) #YES RT [@DasanjAberdeen](#): If your answers about your brand don't move nyou, they won't move your potential client. #truth #smallbizchat

2011-06-30 12:49 am [TaiGoodwin](#) RT [@AnnemarieCoach](#): A11c: Know the old saying "a jack-of-all-trades and master of none"? Don't be known as a master of none. #smallbizchat

2011-06-30 12:49 am [WithinEssence](#) RT [@thebarefootceo](#): What are you so passionate about you can't wait to get out of bed in morning and start doing it--build your brand around that #smallbizchat

2011-06-30 12:49 am [manta](#) I think it's crucial to remember that a brand is a living, breathing thing. As your biz grows/changes so will your brand. #smallbizchat

2011-06-30 12:49 am [MarcREnriquez](#) RT [@manta](#): I think it's crucial to remember that a brand is a living, breathing thing. As your biz grows/changes so will your brand. #smallbizchat

2011-06-30 12:49 am [WithinEssence](#) RT [@TheAfter5Edge](#): Each day we make certain decisions because of branding. Be clear & make the decision easier for your customers. #smallbizchat

2011-06-30 12:49 am [LarryMegugorac](#) RT [@manta](#): I think it's crucial to remember that a brand is a living, breathing thing. As your biz grows/changes so will your brand. #smallbizchat

2011-06-30 12:49 am [AnnemarieCoach](#) [@doggdaze](#) Share yr knowledge thro articles, blogs etc so people can get to know, like & trust you. Exude yr brand in e/thing #smallbizchat

2011-06-30 12:49 am [referralbonus](#) RT [@manta](#): I think it's crucial to remember that a brand is a living, breathing thing. As your biz grows/changes so will your brand. #smallbizchat

2011-06-30 12:50 am [LaToniyaAJones](#) RT [@SmallBizLady](#): Q11: ONCE WE HAVE DEFINED OUR BRANDS, WHAT ELSE CAN WE DO TO CONTINUE BUILDING OUR BRANDS? #smallbizchat

2011-06-30 12:50 am [NikaStewart](#) RT [@SmallBizLady](#): 10 Things to Grow Your Business This Summer <http://shar.es/HIK0u> #smallbizchat

2011-06-30 12:50 am [berkshire_ideas](#) I'm off to yoga. Thanks all. #smallbizchat

2011-06-30 12:50 am [DasanjAberdeen](#) [@Morgan_LP](#) Agreed! Your brand should be alive! #smallbizchat

2011-06-30 12:50 am [smallbizlady](#) Q13 How do you develop a core message? #smallbizchat

2011-06-30 12:50 am [My_WebEvent](#) RT [@AnnemarieCoach](#): A11b: Some can weaken their brands & not

reach expert status b/c they are involved in too many areas.

#smallbizchat

- 2011-06-30 12:50 am [Feathersssss](#) RT [@smallbizlady](#): 10 Things to Grow Your Business This Summer <http://shar.es/HIK0u> **#smallbizchat**
- 2011-06-30 12:50 am [WithinEssence](#) RT [@TaiGoodwin](#): RT [@MarcREnriquez](#): Unique Imperative Proposition answers = "Why CAN'T I NOT Afford To Do Business With You? Great Question! **#smallbizchat**
- 2011-06-30 12:50 am [TaiGoodwin](#) I agree [@AnnemarieCoach](#) - but can you master more than one thing? lots of serial/ renaissance entrepreneurs out here **#smallbizchat**
- 2011-06-30 12:50 am [My_WebEvent](#) RT [@referralbonus](#): A11 Reiterate your brand in all aspects of your work. **#smallbizchat**
- 2011-06-30 12:50 am [mrshadeed](#) If Iron Mike Tyson Can Redeem Himself, Why Can't You and Your Brand? <http://bit.ly/lcXE49> **#smallbizchat**
- 2011-06-30 12:51 am [doggdaze](#) RT [@smallbizlady](#): Q13 How do you develop a core message? **#smallbizchat**
- 2011-06-30 12:51 am [WithinEssence](#) RT [@My_WebEvent](#): RT [@AnnemarieCoach](#): A9: Where u breathe life into brand. Defining heart & soul of yr brand - Brand Essence, brand story. **#smallbizchat**
- 2011-06-30 12:51 am [MarcREnriquez](#) Ha! RT [@mrshadeed](#): If Iron Mike Tyson Can Redeem Himself, Why Can't You and Your Brand? <http://bit.ly/lcXE49> **#smallbizchat**
- 2011-06-30 12:51 am [thebarefootceo](#) RT [@Manta](#) remember that a brand is a living, breathing thing. As your biz grows/changes so will your brand. **#smallbizchat**
- 2011-06-30 12:51 am [TheAfter5Edge](#) RT [@My_WebEvent](#): RT [@referralbonus](#): A11 Reiterate your brand in all aspects of your work. **#smallbizchat**
- 2011-06-30 12:51 am [annetteht](#) RT [@AnnemarieCoach](#): A11b: Some can weaken their brands & not reach expert status b/c they are involved in too many areas. **#smallbizchat**
- 2011-06-30 12:51 am [growinggold](#) Q13 How do you develop a core message? **#smallbizchat** via [@SmallBizLady](#)
- 2011-06-30 12:51 am [LaToniyaAJones](#) RT [@BlackDreams](#): **#smallbizchat** customers want to know that u care; ur branding has to show customers that ... (cont) <http://deck.ly/~UaQc0>
- 2011-06-30 12:51 am [TaiGoodwin](#) RT [@smallbizlady](#): Q13 How do you develop a core message? **#smallbizchat**
- 2011-06-30 12:51 am [AnnemarieCoach](#) [@smallbizlady](#) Yr core message is what u help clients with. It's yr expertise. Speaking to your clients' needs. **#smallbizchat**
- 2011-06-30 12:51 am [Feathersssss](#) RT [@thebarefootceo](#): RT [@Manta](#) remember that a brand is a living, breathing thing. As your biz grows/changes so will your brand. **#smallbizchat**
- 2011-06-30 12:52 am [ilovegarick](#) Just discovered [@Manta](#) <http://www.manta.com> from **#smallbizchat** Seems like a great resource for #smallbusiness. Must investigate further...
- 2011-06-30 12:52 am [dheeyann](#) [@SmallBizLady](#) expansion of the brand to other areas that can enhance the core of your business or just diversification **#smallbizchat**
- 2011-06-30 12:52 am [AnnemarieCoach](#) A12: It can take months – years to build a strong brand. It can be tarnished by 1 off-brand comment/action. **#smallbizchat**
- 2011-06-30 12:52 am [TaiGoodwin](#) RT [@AnnemarieCoach](#): A11b: Some can weaken their brands & not reach expert status b/c they are involved in too many areas

2011-06-30 12:52 am [TheAfter5Edge](#) [@My_WebEvent](#) [@referralbonus](#) Yes, consistency & alignment makes your brand more trustworthy. **#smallbizchat**

2011-06-30 12:52 am [Beverly_Davis](#) RT [@smallbizlady](#): 10 Things to Grow Your Business This Summer <http://shar.es/HIK0u> **#smallbizchat**

2011-06-30 12:52 am [AnnemarieCoach](#) A12b: E/thing u do & say can impact your brand. So, be mindful of everything u do and say – especially online. **#smallbizchat**

2011-06-30 12:52 am [thehealthmaven](#) A11-continue to build solutions for customers & don't make the brand alignment an afterthought - keep it all in sync **#smallbizchat**

2011-06-30 12:52 am [smallbizlady](#) [@AnnemarieCoach](#) A13 Your core message is what u help clients with. It's your expertise. Speaking to your clients' needs. **#smallbizchat**

2011-06-30 12:53 am [Feathersssss](#) RT [@AnnemarieCoach](#): A12: It can take months – years to build a strong brand. It can be tarnished by 1 off-brand comment/action. **#smallbizchat**

2011-06-30 12:53 am [AnnemarieCoach](#) A12c: Be on-brand in everything you do! **#smallbizchat**

2011-06-30 12:53 am [Feathersssss](#) RT [@AnnemarieCoach](#): A12b: E/thing u do & say can impact your brand. So, be mindful of everything u do and say – especially online. **#smallbizchat**

2011-06-30 12:53 am [theKATsimpson](#) RT [@smallbizlady](#): [@SmallBizLady's](#) Summer Reading List 2011 <http://shar.es/Hlwo5> **#smallbizchat**

2011-06-30 12:53 am [BC_Accessories](#) RT [@AnnemarieCoach](#): [@smallbizlady](#) Yr core message is what u help clients with. It's yr expertise. Speaking to your clients' needs. **#smallbizchat**

2011-06-30 12:53 am [mrshadeed](#) [@Manta](#) I agree. Your brand should be dynamic yet remain true to the brand owner's core values. **#smallbizchat**

2011-06-30 12:53 am [WithinEssence](#) RT [@RebeccaEParsons](#): RT [@pspringer](#): Brands speak to a promise. What is your brand promise? <- If your brand really reflects you, easy to deliver. **#smallbizchat**

2011-06-30 12:53 am [TaiGoodwin](#) RT [@AnnemarieCoach](#): A12: It can take months – years to build a strong brand. It can be tarnished by 1 off-brand comment/action **#smallbizchat**

2011-06-30 12:53 am [manta](#) RT [@ilovegarick](#): Discovered [@Manta](#) <http://www.manta.com> from **#smallbizchat** Seems like a great resource for #smallbusiness **#smallbizchat**

2011-06-30 12:53 am [mattsmansfield](#) RT [@AnnemarieCoach](#): A12: It can take months–years to build a strong brand. It can be tarnished by 1 off-brand comment/action. **#smallbizchat**

2011-06-30 12:53 am [Feathersssss](#) RT [@AnnemarieCoach](#): A11b: Some can weaken their brands & not nreach expert status b/c they are involved in too many areas **#smallbizchat**

2011-06-30 12:54 am [WithinEssence](#) RT [@TaiGoodwin](#): RT [@AnnemarieCoach](#): A12: It can take months – years to build a strong brand. It can be tarnished by 1 off-brand comment/action **#smallbizchat**

2011-06-30 12:54 am [DonGaddyll](#) [@konceptbeats](#) [@vijaysing](#) hey bro get in on **#smallbizchat** very informative

2011-06-30 12:54 am [My_WebEvent](#) [@berkshire_ideas](#) Have fun at Yoga:) Sounds great! **#smallbizchat**

2011-06-30 12:54 am [WithinEssence](#) RT [@AnnemarieCoach](#): [@smallbizlady](#) Yr core message is what u help clients with. It's yr expertise. Speaking to your clients' needs. **#smallbizchat**

2011-06-30 12:54 am [My_WebEvent](#) RT [@Manta](#): It's crucial to remember that a brand is a living, breathing thing. As your biz grows/changes so will your brand. **#smallbizchat**

2011-06-30 12:54 am [LaToniyaAJones](#) RT [@TheAfter5Edge](#): [@My_WebEvent](#) [@referralbonus](#) Yes, consistency & alignment makes your brand more trustworthy. **#smallbizchat**

2011-06-30 12:54 am [smallbizlady](#) RT [@AnnemarieCoach](#): A12: It can take months – years to build a strong brand. It can be tarnished by 1 off-brand action **#smallbizchat**

2011-06-30 12:54 am [manta](#) [@mrshadeed](#) I think that's critical to success. **#smallbizchat**

2011-06-30 12:54 am [TheAfter5Edge](#) RT [@mrshadeed](#): [@Manta](#) I agree. Your brand should be dynamic yet remain true to the brand owner's core values. **#smallbizchat**

2011-06-30 12:54 am [dheeyann](#) [@SmallBizLady](#) q13 it must be follow the vision and mission of ur company **#smallbizchat**

2011-06-30 12:54 am [My_WebEvent](#) RT [@NikaStewart](#): RT [@SmallBizLady](#): 10 Things to Grow Your Business This Summer <http://shar.es/HIK0u> **#smallbizchat**

2011-06-30 12:54 am [WithinEssence](#) RT [@AnnemarieCoach](#): A12c: Be on-brand in everything you do! **#smallbizchat**

2011-06-30 12:55 am [TheAfter5Edge](#) A branding synopsis: Your Own Brand Name!

2011-06-30 12:55 am [WithinEssence](#) RT [@thehealthmaven](#): A11-continue to build solutions for customers & don't make the brand alignment an afterthought - keep it all in sync **#smallbizchat**

2011-06-30 12:55 am [MarcREnriquez](#) You don't rlyeally have 2 develop core msg - align w/ the 1 your prospect tells self & add "I can help." **#smallbizchat**

2011-06-30 12:55 am [TaiGoodwin](#) RT [@TheAfter5Edge](#): A branding synopsis: Your Own Brand Name!

2011-06-30 12:56 am [Morgan_LP](#) RT [@smallbizlady](#): RT [@AnnemarieCoach](#): A12: It can take mos/yrns to build a brand. It can be tarnished by 1 off-brand action **#smallbizchat**

2011-06-30 12:56 am [WithinEssence](#) RT [@TheAfter5Edge](#): [@My_WebEvent](#) [@referralbonus](#) Yes, consistency & alignment makes your brand more trustworthy. **#smallbizchat**

2011-06-30 12:56 am [GinaMontana](#) RT [@DonGaddyII](#): Have a money making Passion and not a Passion for making money. Then you will go far. Passion is key in developing your brand **#smallbizchat**

2011-06-30 12:56 am [MarcREnriquez](#) Sorry for typo, gonna resend that tweet (core msg, **#smallbizchat**)

2011-06-30 12:56 am [WithinEssence](#) RT [@TaiGoodwin](#): RT [@AnnemarieCoach](#): A11b: Some can weaken their brands & not reach expert status b/c they are involved in too many areas **#smallbizchat**

2011-06-30 12:56 am [doggdaze](#) RT [@TaiGoodwin](#): RT [@TheAfter5Edge](#): A branding synopsis: Your Own Brand Name!

2011-06-30 12:56 am [smallbizlady](#) RT [@TaiGoodwin](#): RT [@TheAfter5Edge](#): A branding synopsis: Your Own Brand Name!

2011-06-30 12:56 am [MarcREnriquez](#) You don't really have 2 develop core msg - align w/ the 1 your prospect tells self & add "I can help." **#smallbizchat**

2011-06-30 12:56 am [smallbizlady](#) Next week Christine Giri [@TheTimeTamer](#): How to manage your time better in your small business **#smallbizchat**

2011-06-30 12:57 am [smallbizlady](#) Special thanks to expert branding coach AnneMarie Cross [@AnneMarieCoach](#) of www.annemariecross.com **#smallbizchat**

2011-06-30 12:57 am [WithinEssence](#) RT [@TaiGoodwin](#): RT [@smallbizlady](#): Q13 How do you develop a core message? **#smallbizchat**

2011-06-30 12:57 am [smallbizlady](#) Roll call, who's on [@Smallbizchat](#) tonight? Give me your best

140-character commercial. **#smallbizchat**

2011-06-30 12:57 am [TaiGoodwin](#) RT [@MarcREnriquez](#): You don't really have 2 develop core msg - align w/ the 1 your prospect tells self & add "I can help. **#smallbizchat**

2011-06-30 12:57 am [BizFinanceForum](#) RT [@smallbizlady](#): Next week Christine Giri [@TheTimeTamer](#): How to manage your time better in your small business **#smallbizchat**

2011-06-30 12:57 am [smallbizlady](#) On the blog tomorrow the full interview w/ AnneMarie Cross [@AnneMarieCoach](#) on <http://www.succeedasyourownboss.com> **#smallbizchat**

2011-06-30 12:57 am [AnnemarieCoach](#) [@MarcREnriquez](#) Without a core message (or at least being clear on it) bizs can become unfocused **#smallbizchat**

2011-06-30 12:57 am [LaToniyaAJones](#) RT [@mrshadeed](#): [@Manta](#) I agree. Your brand should be dynamic yet remain true to the brand owner's core values. **#smallbizchat**

2011-06-30 12:57 am [sjmckee](#) RT [@SmallBizLady](#): Next week Christine Giri [@TheTimeTamer](#): How to manage your time better in your small business **#smallbizchat**

2011-06-30 12:57 am [My_WebEvent](#) RT [@SmallBizLady](#): Next week Christine Giri [@TheTimeTamer](#): How to manage your time better in your small business **#smallbizchat**

2011-06-30 12:57 am [Featherssssss](#) RT [@smallbizlady](#): Next week Christine Giri [@TheTimeTamer](#): How to manage your time better in your small business **#smallbizchat**

2011-06-30 12:57 am [BizFinanceForum](#) Thanks to [@AnneMarieCoach](#) for a great session!
2011-06-30 12:57 am [CareerTips2Go](#) First time on TweetGrid for **#smallbizchat**. Kept asking me for Twitter Username and PW. Had to switch screens to post. Gr8 tips so far.

2011-06-30 12:57 am [WithinEssence](#) RT [@My_WebEvent](#): RT [@referralbonus](#): A11 Reiterate your brand in all aspects of your work. **#smallbizchat**

2011-06-30 12:58 am [smallbizlady](#) Was this interview helpful? Join us every Wednesday 8-9p ET follow [@SmallBizChat](#) on Twitter for info. **#smallbizchat**

2011-06-30 12:58 am [NauticalWheel](#) This is Jen from <http://www.nauticalwheelerjewelry.com> Homemade Jewelry designs inspired by distant shores **#smallbizchat**

2011-06-30 12:58 am [BizFinanceForum](#) As always thanks for a great chat [@TaiGoodwin](#) [@smallbizlady](#) **#smallbizchat**

2011-06-30 12:58 am [smallbizlady](#) The mission of **#Smallbizchat** is to end small business failure by helping you succeed as your own boss. **#smallbizchat**

2011-06-30 12:58 am [AnnemarieCoach](#) [@MarcREnriquez](#) What's important with your core message is that you consistently portray that message **#smallbizchat**

2011-06-30 12:58 am [My_WebEvent](#) RT [@TheAfter5Edge](#): A branding synopsis: Your Own Brand Name!
2011-06-30 12:58 am [WithinEssence](#) RT [@mrshadeed](#): If Iron Mike Tyson Can Redeem Himself, Why Can't You and Your Brand? <http://bit.ly/lcXE49> **#smallbizchat**

2011-06-30 12:58 am [MarcREnriquez](#) [@AnnemarieCoach](#) Didn't say you don't need core msg - follow the prospect's needs and it develops organically **#smallbizchat**

2011-06-30 12:58 am [NauticalWheel](#) Love the chat, will definitely be back again next week! **#smallbizchat**
2011-06-30 12:58 am [BizFinanceForum](#) RT [@NauticalWheel](#): This is Jen from <http://www.nauticalwheelerjewelry.com> Homemade Jewelry designs inspired by distant shores **#smallbizchat**

2011-06-30 12:58 am [AnnemarieCoach](#) [@MarcREnriquez](#) Otherwise you can confuse your prospects and clients **#smallbizchat**

2011-06-30 12:59 am [smallbizlady](#) [@Featherssssss](#) same biz time, same biz channel **#smallbizchat**
2011-06-30 12:59 am [Morgan_LP](#) Thnx to [@taigoodwin](#) [@smallbizlady](#) for another awesome chat! **#smallbizchat**

2011-06-30 12:59 am [WithinEssence](#) RT [@TaiGoodwin](#): I agree [@AnnemarieCoach](#) - but can you master more than one thing? lots of serial/ renaissance entrepreneurs out

here **#smallbizchat**

2011-06-30 12:59 am [TaiGoodwin](#) Great advice shared tonight and [@MarcREnriquez](#) and DonGaddyII - Thanks for joining the chat! **#smallbizchat**

2011-06-30 12:59 am [DasanjAberdeen](#) Best hour on any Wednesday per usual! **#smallbizchat**

2011-06-30 12:59 am [Morgan_LP](#) [@taigoodwin](#) Great to connect w/ you tonight! **#smallbizchat**

2011-06-30 12:59 am [pspringer](#) Thx [@smallbizlady](#) [@annemariecoach](#) Great threads all! Here's to being aware of our brand and some great tips on how to improve **#smallbizchat**

2011-06-30 12:59 am [MarcREnriquez](#) Thanks! RT [@TaiGoodwin](#): Great advice shared tonight and [@MarcREnriquez](#) and DonGaddyII - Thanks for joining the chat! **#smallbizchat**

2011-06-30 12:59 am [doggdaze](#) For web, print and branding design services <http://yellowdoggd designs.com> **#smallbizchat**

2011-06-30 12:59 am [mrshadeed](#) A13 Solid core msgs 4 personal brands r not developed but identified from within. Authenticity = the backbone of great brands **#smallbizchat**

2011-06-30 12:59 am [Featherssssss](#) RT [@smallbizlady](#): On the blog tomorrow the full interview w/ AnneMarie Cross [@AnneMarieCoach](#) on <http://www.succeedasyourownboss.com> **#smallbizchat**

2011-06-30 12:59 am [TaiGoodwin](#) RT [@smallbizlady](#): Next week Christine Giri [@TheTimeTamer](#): How to manage your time better in your small business **#smallbizchat**

2011-06-30 12:59 am [BizFinanceForum](#) RT [@doggdaze](#): For web, print and branding design services <http://yellowdoggd designs.com> **#smallbizchat**

2011-06-30 12:59 am [dheeyann](#) [@AnnemarieCoach](#) [@MarcREnriquez](#) exactly ur message , vision and mission **#smallbizchat**

2011-06-30 1:00 am [smallbizlady](#) Thank you again to brand strategist and business coach AnneMarie Cross [@AnneMarieCoach](#) who joined us from Australia **#smallbizchat**

2011-06-30 1:00 am [TheAfter5Edge](#) RT [@pspringer](#): Thx [@smallbizlady](#) [@annemariecoach](#) Great threads all! Here's to being aware of our brand and some great tips on how to improve **#smallbizchat**

2011-06-30 1:00 am [TaiGoodwin](#) On the blog tomorrow the full interview w/ AnneMarie Cross [@AnneMarieCoach](#) on <http://www.succeedasyourownboss.com> **#smallbizchat**

2011-06-30 1:00 am [TheAfter5Edge](#) RT [@TaiGoodwin](#): RT [@smallbizlady](#): Next week Christine Giri [@TheTimeTamer](#): How to manage your time better in your small business **#smallbizchat**

2011-06-30 1:00 am [WithinEssence](#) RT [@manta](#): I think it's crucial to remember that a brand is a living, breathing thing. As your biz grows/changes so will your brand. **#smallbizchat**

2011-06-30 1:00 am [TaiGoodwin](#) RT [@doggdaze](#): For web, print and branding design services <http://yellowdoggd designs.com> **#smallbizchat**

2011-06-30 1:00 am [MarcREnriquez](#) Agree it's important to avoid confusion, [@AnnemarieCoach](#) which is why open communication is so important. **#smallbizchat**

2011-06-30 1:00 am [AnnemarieCoach](#) [@MarcREnriquez](#) Sure, & when you build this with purpose yr brand can certainly skyrocket among yr prospects **#smallbizchat**

2011-06-30 1:00 am [WithinEssence](#) RT [@manta](#): A10: Start by putting a business plan in place. Make sure your brand focus and your passion is in every part of that plan. **#smallbizchat**

2011-06-30 1:00 am [TaiGoodwin](#) Thank you again to brand strategist and business coach AnneMarie

Cross [@AnneMarieCoach](#) who joined us from Australia

#smallbizchat

- 2011-06-30 1:00 am [smallbizlady](#) Thank you my brilliant co-host social media maven and pal [@TaiGoodwin](#) **#smallbizchat**
- 2011-06-30 1:00 am [mrshadeed](#) Thanks for sharing your knowledge [@AnneMarieCoach](#) during tonight's **#smallbizchat**. I learned a lot that I will apply.
- 2011-06-30 1:01 am [WithinEssence](#) RT [@manta](#): RT [@Morgan_LP](#): A5: A brand gives customers something to connect with. It attracts the ideal customer and weeds out the rest. **#smallbizchat**
- 2011-06-30 1:01 am [smallbizlady](#) Pitney Bowes wants to give your business a communications makeover worth up to \$10,000 - <http://shar.es/HCroM> **#smallbizchat**
- 2011-06-30 1:01 am [AnnemarieCoach](#) [@smallbizlady](#) Thank you for the invitation. Thanks everyone - this was fun! Here's to building a strong brand! **#smallbizchat**
- 2011-06-30 1:01 am [Featherssssss](#) Does your website need to be refreshed? Need a new website? Need a new logo or brand? [@510Media](#) www.510media.us **#smallbizchat**
- 2011-06-30 1:01 am [dheeyann](#) [@mrshadeed](#) I agree but u also have to be identified from outside by proving ur unikness to customers; differentiate from othrs **#smallbizchat**
- 2011-06-30 1:01 am [WithinEssence](#) RT [@manta](#): A5b: sell your business meaning sell yourself to clients, potential partners, and the general public. **#smallbizchat**
- 2011-06-30 1:01 am [thehealthmaven](#) RT [@TaiGoodwin](#): Thank you again to brand strategist and business coach AnneMarie Cross [@AnneMarieCoach](#) who joined us from Australia **#smallbizchat**
- 2011-06-30 1:01 am [manta](#) We're the largest website dedicated to small business. Come claim your company; it's free! <http://www.manta.com> **#smallbizchat**
- 2011-06-30 1:01 am [smallbizlady](#) The mission of **#Smallbizchat** is to end small business failure by helping u succeed as your own boss. **#smallbizchat**
- 2011-06-30 1:01 am [BlackDreams](#) RT [@Morgan_LP](#) Thnx to [@taigoodwin](#) [@smallbizlady](#) for another awesome chat! **#smallbizchat** (the 2 [@annemariecoach](#) for great insights)
- 2011-06-30 1:01 am [BizFinanceForum](#) RT [@Featherssssss](#): Does ur website need to b refreshed? Need a new website? Need a new logo or brand? [@510Media](#) www.510media.us **#smallbizchat**
- 2011-06-30 1:02 am [smallbizlady](#) Join us next week for Christine Giri [@TheTimeTamer](#): How to manage your time better in your small business **#smallbizchat**
- 2011-06-30 1:02 am [BizFinanceForum](#) RT [@manta](#): Were the largest website dedicated to small business. Come claim your company; its free! <http://www.manta.com> **#smallbizchat**
- 2011-06-30 1:02 am [Featherssssss](#) definitely enjoyed **#smallbizchat** will be back next week.
- 2011-06-30 1:02 am [WithinEssence](#) RT [@manta](#): A1: Small biz brands are built on word of mouth, great reputations, grassroots marketing, and so much more. **#smallbizchat**
- 2011-06-30 1:02 am [BizFinanceForum](#) Tame Your Fear of Finance with Free ECourse. LOL moments guaranteed <http://bit.ly/jyX0Mq> **#smallbizchat**
- 2011-06-30 1:02 am [MarcREnriquez](#) **#smallbizchat** rollcall: I help you answer your prospects' new most important question "Why CAN'T I Afford NOT to do business with you?"
- 2011-06-30 1:02 am [TaiGoodwin](#) You can grab a free copy of my simple social networking checklist: <http://www.taigoodwin.com/checklist> **#smallbizchat**
- 2011-06-30 1:02 am [BC_Accessories](#) Thanks! Great Chat [@SmallBizLady](#) [@TaiGoodwin](#)

[@thehealthmaven](#) [@AnnemarieCoach](#) [@RebeccaEParsons](#)
#smallbizchat - <http://t.co/UdZi9Rx>

2011-06-30 1:02 am [WithinEssence](#) RT [@AnnemarieCoach](#): [@doggdaze](#) Share yr knowledge thro articles, blogs etc so people can get to know, like & trust you. Exude yr brand in e/thing **#smallbizchat**

2011-06-30 1:02 am [TaiGoodwin](#) RT [@smallbizlady](#): The mission of **#Smallbizchat** is to end small business failure by helping u succeed as your own boss.
#smallbizchat

2011-06-30 1:02 am [smallbizlady](#) [@manta](#) thanks for coming back to hang out. **#smallbizchat**

2011-06-30 1:02 am [BizFinanceForum](#) RT [@MarcREnriquez](#): I help you answer your prospects new most important question "Why CANT I Afford NOT to do business with you?"
#smallbizchat

2011-06-30 1:02 am [TaiGoodwin](#) RT [@smallbizlady](#): Join us next week for Christine Giri
[@TheTimeTamer](#): How to manage your time better in your small business **#smallbizchat**

2011-06-30 1:02 am [BizFinanceForum](#) RT [@TaiGoodwin](#): You can grab a free copy of my simple social networking checklist: <http://www.taigoodwin.com/checklist>
#smallbizchat

2011-06-30 1:02 am [smallbizlady](#) RT [@TaiGoodwin](#): You can grab a free copy of my simple social networking checklist: <http://www.taigoodwin.com/checklist>
#smallbizchat

2011-06-30 1:03 am [WithinEssence](#) RT [@TaiGoodwin](#): RT [@AnnemarieCoach](#): A11c: Know the old saying "a jack-of-all-trades and master of none"? Don't be known as a master of none. **#smallbizchat**

2011-06-30 1:03 am [doggdaze](#) RT [@MarcREnriquez](#): **#smallbizchat** rollcall: I help you answer your prospects' new most important question "Why CAN'T I Afford NOT to do business with you?"

2011-06-30 1:03 am [doggdaze](#) RT [@BizFinanceForum](#): Tame Your Fear of Finance with Free ECourse. LOL moments guaranteed <http://bit.ly/jyX0Mg>
#smallbizchat

2011-06-30 1:03 am [TaiGoodwin](#) [@BC_Accessories](#) Thanks for joining the conversation!
#smallbizchat

2011-06-30 1:03 am [DasanjAberdeen](#) Thanks to [@SmallBizLady](#) and [@TaiGoodwin](#) for their commitment to creating this community **#smallbizchat**

2011-06-30 1:03 am [WithinEssence](#) RT [@DonGaddyII](#): Adding to [@AnnemarieCoach](#) last answer...people want an expert or specialist not mediocrity **#smallbizchat**

2011-06-30 1:03 am [lesliereese](#) [@SmallBizLady](#) [@SmallBizChat](#) Jumped in late tonight, looks like lots of great info! Will be making sure I'm in early next week!
#SmallBizChat

2011-06-30 1:03 am [doggdaze](#) RT [@manta](#): We're the largest website dedicated to small business. Come claim your company; it's free! <http://www.manta.com>
#smallbizchat

2011-06-30 1:03 am [smallbizlady](#) We're always looking for small biz experts to share. Here's how to be a guest on **#Smallbizchat** <http://bit.ly/4r5KEZ> **#smallbizchat**

2011-06-30 1:04 am [dheeyann](#) [@BC_Accessories](#) [@SmallBizLady](#) [@TaiGoodwin](#) [@thehealthmaven](#) [@AnnemarieCoach](#) [@RebeccaEParsons](#) thanks for advices
#smallbizchat

2011-06-30 1:04 am [My_WebEvent](#) Running Limited Time Special for **#smallbizchat** friends. Web conferencing for up to 10 w/recording: \$9.95/month!
<http://bit.ly/lvLhPW>

2011-06-30 1:04 am [pspringer](#) RT [@smallbizlady](#): [@manta](#) thanks for coming back to hang out. **#smallbizchat**

2011-06-30 1:04 am [mrshadeed](#) Sign up for the Digital Goodness Weekly: I'll enlighten, empower, and entertain: <http://mrshadeed.com/newsletter> **#smallbizchat**

2011-06-30 1:04 am [WithinEssence](#) RT [@berkshire_ideas](#): RT [@DasanjAberdeen](#): As you brand, remember to be true to yourself. the simplicity & authenticity you build your brand around. **#smallbizchat**

2011-06-30 1:04 am [smallbizlady](#) [@lesliereese](#) check out the website tonight! **#smallbizchat**

2011-06-30 1:04 am [BizFinanceForum](#) RT [@My_WebEvent](#): Running Limited Time Special. Web conferencing for up to 10 w/recording: \$9.95/month! <http://bit.ly/lvIhPW> **#smallbizchat**

2011-06-30 1:04 am [BizFinanceForum](#) RT [@mrshadeed](#): Sign up for the Digital Goodness Weekly: I'll enlighten, empower, and entertain: <http://mrshadeed.com/newsletter> **#smallbizchat**

2011-06-30 1:05 am [TaiGoodwin](#) Hey [@SmallBizLady](#) - Just like my t-shirt says - I Love #SmallBizChat! **#smallbizchat**

2011-06-30 1:05 am [TaiGoodwin](#) RT [@My_WebEvent](#): Running Limited Time Special. Web conferencing for up to 10 w/recording: \$9.95/month! <http://bit.ly/lvIhPW> **#smallbizchat**

2011-06-30 1:05 am [WithinEssence](#) RT [@TaiGoodwin](#): We're always looking for small biz experts to share...Here's how to be a guest on **#Smallbizchat** <http://bit.ly/4r5KEZ> **#smallbizchat**

2011-06-30 1:05 am [My_WebEvent](#) RT [@manta](#): We're the largest website dedicated to small business. Come claim your company; it's free! <http://www.manta.com> **#smallbizchat**

2011-06-30 1:06 am [thehealthmaven](#) [@my_webevent](#) thank you for the RT ~ have a great evening, see you next week! **#smallbizchat**

2011-06-30 1:06 am [GenellBanks_mua](#) RT [@smallbizlady](#): We're always looking for small biz experts to share. Here's how to be a guest on **#Smallbizchat** <http://bit.ly/4r5KEZ> **#smallbizchat**

2011-06-30 1:06 am [mattsmansfield](#) Matt About Business: your business guide to the online world-connecting offline/online strategies/tactics: <http://ow.ly/5tuOc> **#smallbizchat**

2011-06-30 1:06 am [mrshadeed](#) [@dheeyann](#) When brands identify w/ core values within, it shines a light that can't be denied by clients/supporters outside **#smallbizchat**

2011-06-30 1:06 am [thehealthmaven](#) [@mattsmansfield](#) Matt ~ thanks for the RT ~ hope you are great! **#smallbizchat**

2011-06-30 1:06 am [MarcREnriquez](#) I just really enjoy **#smallbizchat** (thanks [@SmallBizLady!](#)) RT [@UrbanMedia09](#): [@MarcREnriquez](#) thanks for the great tweets!

2011-06-30 1:07 am [BizFinanceForum](#) RT [@mattsmansfield](#): Matt About Business: your business guide to the online world: <http://ow.ly/5tuOc> **#smallbizchat**

2011-06-30 1:07 am [WithinEssence](#) RT [@Morgan_LP](#): A10: A brand is something you live. It's your business lifestyle. **#smallbizchat**

2011-06-30 1:07 am [TaiGoodwin](#) RT [@manta](#): We're the largest website dedicated to small business. Come claim your company; it's free! <http://www.manta.com> **#smallbizchat**

2011-06-30 1:07 am [My_WebEvent](#) [@AnnemarieCoach](#) [@smallbizlady](#) Thanks for a great chat on branding tonight! As always, I learned so much! **#smallbizchat**

2011-06-30 1:08 am [My_WebEvent](#) [@thehealthmaven](#) Great to see you! Happy 4th of July! Have a safe weekend:) **#smallbizchat**

2011-06-30 1:08 am [WithinEssence](#) RT [@TaiGoodwin](#): RT [@smallbizlady](#): Q11: ONCE WE HAVE DEFINED OUR BRANDS, WHAT ELSE CAN WE DO TO CONTINUE BUILDING OUR BRANDS? **#smallbizchat**

2011-06-30 1:08 am [My_WebEvent](#) [@TaiGoodwin](#) Thanks for the RT. Have a great 4th of July weekend! **#smallbizchat**

2011-06-30 1:08 am [mattsmansfield](#) RT [@thehealthmaven](#): [@mattsmansfield](#) Matt ~ thanks for the RT ~ hope you are great! > doing well, ty! Yourself? **#smallbizchat**

2011-06-30 1:08 am [My_WebEvent](#) [@BizFinanceForum](#) Thanks for the RT! Great seeing you tonight! Happy 4th! **#smallbizchat**

2011-06-30 1:09 am [My_WebEvent](#) [@LaToniyaAJones](#) Thanks for the RT! Another great chat! Happy 4th of July! **#smallbizchat**

2011-06-30 1:09 am [WithinEssence](#) RT [@DonGaddyII](#): If you haven't go checkout [@TaiGoodwin](#) social media publications. #win a tool to establish your brand **#smallbizchat**

2011-06-30 1:10 am [My_WebEvent](#) [@WithinEssence](#) [@TheAfter5Edge](#) Thanks for the RT's! Have a great 4th of July Weekend! **#smallbizchat**

2011-06-30 1:10 am [lesliereese](#) Checking it out now, I think I'll choose a book for the beach! RT@SmallBizLady: [@lesliereese](#) check out the website tonight! **#smallbizchat**

2011-06-30 1:10 am [thebarefootceo](#) RT [@TaiGoodwin](#): RT [@thebarefootceo](#): What are you so passionate about you can't wait to get out of bed in morning and start doing it **#smallbizchat**

2011-06-30 1:10 am [WithinEssence](#) RT [@NauticalWheel](#): it's important to keep your brand in mind but understand that both you and your brand will grow and evolve **#smallbizchat**

2011-06-30 1:10 am [autismfamily](#) RT [@smallbizlady](#): We're always looking for small biz experts to share. Here's how to be a guest on **#Smallbizchat** <http://bit.ly/4r5KEZ> **#smallbizchat**

2011-06-30 1:10 am [BC_Accessories](#) RT [@dheeyann](#): [@BC_Accessories](#) [@SmallBizLady](#) [@TaiGoodwin](#) [@thehealthmaven](#) [@AnnemarieCoach](#) [@RebeccaEParsons](#) thanks for advices **#smallbizchat**

2011-06-30 1:10 am [My_WebEvent](#) [@RebeccaEParsons](#) Thanks for the RT tonight! Have a Happy 4th of July weekend! **#smallbizchat**

2011-06-30 1:11 am [WithinEssence](#) RT [@TaiGoodwin](#): RT [@CareerTips2Go](#): #Brand: What are you good at, what do you do consistently well, and how do you deliver tangible results? **#smallbizchat**

2011-06-30 1:11 am [MarcREnriquez](#) I agree [@AnnemarieCoach](#), purpose is among most important things in communicating brand. Passion also. **#smallbizchat**

2011-06-30 1:11 am [WithinEssence](#) RT [@nimble](#): Agreed! RT [@doggdaze](#) A brand should be built around core values & include everything that communicates what u & ur business is **#smallbizchat**

2011-06-30 1:11 am [dheeyann](#) [@cedricluma](#) [@SmallBizLady](#) Q13 How do you develop a core message? **#smallbizchat**

2011-06-30 1:12 am [WithinEssence](#) RT [@TaiGoodwin](#): RT [@MarcREnriquez](#): Best if branding is BYPRODUCT of great experience - don't forget brand's impact = emotion it invokes! **#smallbizchat**

2011-06-30 1:12 am [latinabug_nj](#) RT [@nimble](#): Agreed! RT [@doggdaze](#) A brand should be built around core values & include everything that communicates what u & ur business is **#smallbizchat**

2011-06-30 1:12 am [latinabug_nj](#) **#smallbizchat** find me at<<<<

2011-06-30 1:12 am [WithinEssence](#) I agree! RT [@TaiGoodwin](#) So much great info being shared tonight

2011-06-30 1:13 am [WithinEssence](#) the transcript for this is going to be Awesome! **#smallbizchat**
RT [@TheAfter5Edge](#): A10: Once you have a brand, thing big & move quickly. Be responsive, think ahead & keep your vision in mind. **#smallbizchat**

2011-06-30 1:13 am [latinabug_nj](#) RT [@TaiGoodwin](#): RT [@manta](#): We're the largest website dedicated to small business. Come claim your company; it's free!
<http://www.manta.com> **#smallbizchat**

2011-06-30 1:14 am [WithinEssence](#) RT [@smallbizlady](#): A blog post with a more detailed Q & A with our guest comes out on Thursdays on [@Smallbizlady's](#) blog:
<http://bit.ly/3x5Gm2> **#smallbizchat**

2011-06-30 1:14 am [OBoone_MplsEx](#) RT [@NauticalWheel](#): it's important to keep your brand in mind but understand that both you and your brand will grow and evolve
#smallbizchat

2011-06-30 1:14 am [WithinEssence](#) RT [@DasanjAberdeen](#): As you're branding, don't forget to be authentic. Branding allows you to convey your inner truths.
#smallbizchat

2011-06-30 1:14 am [Featherssssss](#) RT [@BizFinanceForum](#): RT [@Featherssssss](#): Does ur website need to b refreshed? Need a new website? Need a new logo or brand?
[@510Media](#) www.510media.us **#smallbizchat**

2011-06-30 1:14 am [MarcREnriquez](#) Thanks again for the stimulating **#smallbizchat** [@AnnemarieCoach](#)
[@SmallBizLady](#) -=]

2011-06-30 1:15 am [WithinEssence](#) RT [@DonGaddyII](#): Have a money making Passion and not a Passion for making money. Then you will go far. Passion is key in developing your brand **#smallbizchat**

2011-06-30 1:15 am [OBoone_MplsEx](#) RT [@thebarefootceo](#): What are you so passionate about you can't wait to get out of bed in morning and start doing it--build your brand around that **#smallbizchat**

2011-06-30 1:16 am [WithinEssence](#) RT [@TaiGoodwin](#): RT [@DonGaddyII](#): Now with more competition It is more important to develop brand loyalty **#smallbizchat**

2011-06-30 1:17 am [WithinEssence](#) RT [@smallbizlady](#): Q10: ONCE PEOPLE HAVE IDENTIFIED THESE THINGS, HOW CAN THEY START TO PUT IT ALL TOGETHER?
#smallbizchat

2011-06-30 1:18 am [WithinEssence](#) Ditto! RT [@TheMogulista](#) Currently taking a plethora of notes. :-)
#smallbizchat

2011-06-30 1:19 am [a_adjetey](#) RT [@AnnemarieCoach](#): A12c: Be on-brand in everything you do!
#smallbizchat

2011-06-30 1:19 am [BC_Accessories](#) Wow.... Great chat over [@SmallBizLady](#) from **#smallbizchat**
#Entrepreneur & #CEO

2011-06-30 1:19 am [a_adjetey](#) RT [@AnnemarieCoach](#): A12b: E/thing u do & say can impact your brand. So, be mindful of everything u do and say – especially online.
#smallbizchat

2011-06-30 1:19 am [aliceheiman](#) RT [@smallbizlady](#): We're always looking for small biz experts to share. Here's how to be a guest on **#Smallbizchat** <http://bit.ly/4r5KEZ>
#smallbizchat

2011-06-30 1:20 am [WithinEssence](#) RT [@smallbizlady](#): [@ZacharyTraxler](#) I bled my mission to end small business failure too. **#smallbizchat**

2011-06-30 1:20 am [fleejack](#) RT [@smallbizlady](#): Pitney Bowes wants to give your business a communications makeover worth up to \$10,000 -
<http://shar.es/HCrOM> **#smallbizchat**

2011-06-30 1:21 am [WithinEssence](#) RT [@MyCareerCentral](#): RT@RebeccaEParsons:A brand serves as a

convenient container for ur reputation & ur mktng message & it better be attractive! **#smallbizchat**

- 2011-06-30 1:21 am [josephRon](#) RT [@AnnemarieCoach](#): A12b: E/thing u do & say can impact your brand. So, be mindful of everything u do and say – especially online. **#smallbizchat**
- 2011-06-30 1:21 am [josephRon](#) RT [@AnnemarieCoach](#): A12: It can take months – years to build a strong brand. It can be tarnished by 1 off-brand comment/action. **#smallbizchat**
- 2011-06-30 1:22 am [josephRon](#) RT [@AnnemarieCoach](#): A11c: Know the old saying “a jack-of-all-trades and a master of none”? Don’t be known as a master of none. **#smallbizchat**
- 2011-06-30 1:22 am [josephRon](#) RT [@AnnemarieCoach](#): A11b: Some can weaken their brands & not reach expert status b/c they are involved in too many areas. **#smallbizchat**
- 2011-06-30 1:22 am [WithinEssence](#) RT [@BC_Accessories](#): Wow.... Great chat over [@SmallBizLady](#) from **#smallbizchat** #Entrepreneur & #CEO
- 2011-06-30 1:22 am [josephRon](#) RT [@AnnemarieCoach](#): A11: It’s imp to on-brand in e/thing u do. Be consistent in the info u share to build yr profile as an expert. **#smallbizchat**
- 2011-06-30 1:23 am [WithinEssence](#) RT [@MarcREnriquez](#): I agree [@AnnemarieCoach](#), purpose is among most important things in communicating brand. Passion also. **#smallbizchat**
- 2011-06-30 1:24 am [jasonrandle](#) RT [@smallbizlady](#): Pitney Bowes wants to give your business a communications makeover worth up to \$10,000 - <http://shar.es/HCroM> **#smallbizchat**
- 2011-06-30 1:24 am [a_adjetey](#) RT [@AnnemarieCoach](#): A5a: Building a strong brand can also help you build your credibility and reputation as a specialist – an expert in yr field. **#smallbizchat**
- 2011-06-30 1:26 am [WithinEssence](#) RT [@DasanjAberdeen](#): Thanks to [@SmallBizLady](#) and [@TaiGoodwin](#) for their commitment to creating this community **#smallbizchat**
- 2011-06-30 1:27 am [WithinEssence](#) RT [@smallbizlady](#): RT [@TaiGoodwin](#): You can grab a free copy of my simple social networking checklist: <http://www.taigoodwin.com/checklist> **#smallbizchat**
- 2011-06-30 1:27 am [OBoone_MplsEx](#) RT [@AnnemarieCoach](#): A12b: E/thing u do & say can impact your brand. So, be mindful of everything u do and say – especially online. **#smallbizchat**
- 2011-06-30 1:29 am [WithinEssence](#) RT [@TaiGoodwin](#): Thank you again to brand strategist and business coach AnneMarie Cross [@AnneMarieCoach](#) who joined us from Australia **#smallbizchat**
- 2011-06-30 1:30 am [WithinEssence](#) RT [@mrshadeed](#): A13 Solid core msgs 4 personal brands r not developed but identified from within. Authenticity = the backbone of great brands **#smallbizchat**
- 2011-06-30 1:31 am [WithinEssence](#) RT [@DasanjAberdeen](#): Best hour on any Wednesday per usual! **#smallbizchat**
- 2011-06-30 1:34 am [deunequetv](#) RT [@manta](#): We're the largest website dedicated to small business. Come claim your company; it's free! <http://www.manta.com> **#smallbizchat**
- 2011-06-30 1:35 am [DennettaMWright](#) RT [@TheAfter5Edge](#): A10: Once you have a brand, thing big & move quickly. Be responsive, think ahead & keep your vision in mind. **#smallbizchat**

2011-06-30 1:41 am [OBoone MplsEx](#) RT [@BizFinanceForum](#): Tame Your Fear of Finance with Free ECourse. LOL moments guaranteed <http://bit.ly/jyX0Mq>
#smallbizchat

2011-06-30 1:45 am [OBoone MplsEx](#) RT [@Feathersssss](#): Does your website need to be refreshed? Need a new website? Need a new logo or brand? [@510Media](#) www.510media.us **#smallbizchat**

2011-06-30 1:46 am [MyCareerCentral](#) RT [@TaiGoodwin](#): A6: [@SmallBizLady](#) - I think that's what you refer to as your "Secret Sauce"! **#smallbizchat**

2011-06-30 1:46 am [MyCareerCentral](#) RT [@TaiGoodwin](#): RT [@smallbizlady](#): Q7: WHAT'S THE SECOND STEP IN DEFINING YOUR BRAND? **#smallbizchat**

2011-06-30 1:48 am [MyCareerCentral](#) RT [@TaiGoodwin](#): RT [@berkshire_ideas](#): A6: 1:Can I stand behind it? 2:Will it define my product? ...Great list of questions!
#smallbizchat

2011-06-30 1:48 am [MyCareerCentral](#) RT [@TaiGoodwin](#): RT [@ZacharyTraxler](#): I bleed my brand
#smallbizchat #BuyLocal >>>Now that's commtment! LOL

2011-06-30 1:48 am [MyCareerCentral](#) RT [@TaiGoodwin](#):RT [@DasanjAberdeen](#):If your answers about your brand don't move you,they won't move your potential client.#truth
#smallbizchat

2011-06-30 1:49 am [MyCareerCentral](#) RT [@TaiGoodwin](#): RT [@manta](#): RT [@pspringer](#): Brands speak to a promise. What is your brand promise? **#smallbizchat**

2011-06-30 1:50 am [MyCareerCentral](#) RT [@TaiGoodwin](#):RT [@AnnemarieCoach](#):A8a:What are u committed to delivering time & time again to each & every client u work with?
#smallbizchat

2011-06-30 1:51 am [MyCareerCentral](#) RT [@TaiGoodwin](#):RT[@MarcREnriquez](#):Unique Imperative Proposition answers ="Why CAN'T I NOT Afford To Do Business W/You?Great Qstn!**#smallbizchat**

2011-06-30 1:51 am [MyCareerCentral](#) RT [@TaiGoodwin](#): RT [@AnnemarieCoach](#): A9c: You can list 3-6 brand values? Also, consider how u want yr brand to make people feel?**#smallbizchat**

2011-06-30 1:53 am [TappOnline](#) RT [@AnnemarieCoach](#): A12b: E/thing u do & say can impact your brand. So, be mindful of everything u do and say – especially online.
#smallbizchat

2011-06-30 1:53 am [MyCareerCentral](#) RT [@SmallBizLady](#): Q10: ONCE PEOPLE HAVE IDENTIFIED THESE THINGS, HOW CAN THEY START TO PUT IT ALL TOGETHER? **#smallbizchat**

2011-06-30 1:54 am [PKCmarketing](#) "A brand is everything you do in your business, and what other people say about what you do." **#smallbizchat** [@smallbizlady](#)

2011-06-30 1:56 am [doggdaze](#) Now following [@ilovegarick](#) [@BizFinanceForum](#) [@Nimble](#) [@AnnemarieCoach](#) great folks from **#smallbizchat**

2011-06-30 1:56 am [MyCareerCentral](#) RT [@TaiGoodwin](#):RT [@CareerTips2Go](#):#Brand:What are u good at,what do u do consistently well, & how do u deliver tangible results?
#smallbizchat

2011-06-30 1:58 am [doggdaze](#) Also now following [@DasanjAberdeen](#) [@WithinEssence](#) from
#smallbizchat