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Zap The Gap Workbook: Effective Branding For Your Business.

ZAP the GAP WORKBOOK

a teaching-learning-doing guide to building a brand that closes
the gap between your business and the hearts of your customers

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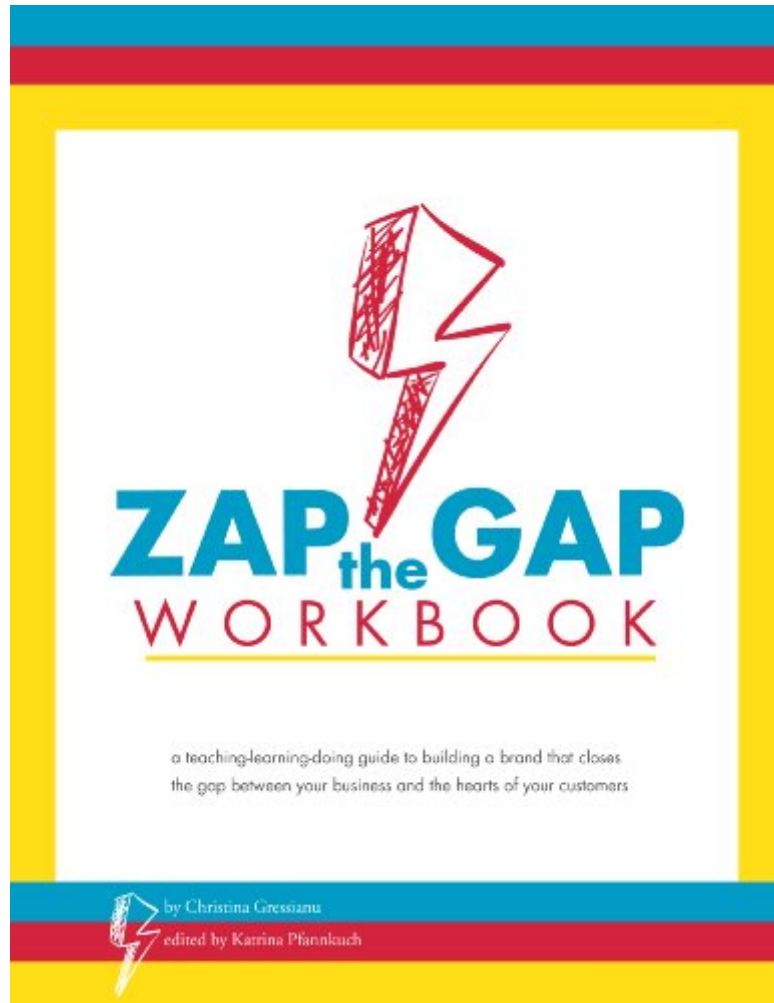
Synopsis

Businesses and brands have a distinct personality, a clear way they come across out in the world. What target markets would your brand appeal to? Why should anyone care about connecting with your brandâ ™s personality? Is there a way for you to hone in on what would connect you with other like minded folks?The Zap the Gap Workbook leads you through questions and exercises to get you clear on what your brand means. Work through the 3 Steps and 12 Elements of Branding. You will delve into the details to solidify or completely revamp how you perceive your business and share your brand with the world.

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Advertising, Small Business & Branding (Facebook, Social Media, Small Business) Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business) Quitter: Closing the Gap Between Your Day Job & Your Dream Job The Brand Gap: How to Bridge the Distance Between Business Strategy and Design Primal Branding: Create Zealots for Your Brand, Your Company, and Your Future Architect and Entrepreneur: A Field Guide: Building, Branding, and Marketing Your Startup Design Business BUSINESS PLAN: Business Plan Writing Guide, Learn The Secrets Of Writing A Profitable, Sustainable And Successful Business Plan ! -business plan template, business plan guide - How to Write Effective Business English: Excel at E-mail, Social Media and All Your Professional Communications (Better Business English) Effective Perl Programming: Ways to Write Better, More Idiomatic Perl (2nd Edition) (Effective Software Development Series) Effective Ruby: 48 Specific Ways to Write Better Ruby (Effective Software Development Series) Effective JavaScript: 68 Specific Ways to Harness the Power of JavaScript (Effective Software Development Series) Effective Python: 59 Specific Ways to Write Better Python (Effective Software Development Series) Effective Phrases for Performance Appraisals: A Guide to Successful Evaluations (Neal, Effective Phrases for Peformance Appraisals) Be a People Person: Effective Leadership Through Effective Relationships