

# HCEO BRANDING STARTER STEPS

1. **Analysis** (*Describe what you want your brand to convey to the market. What do you want your consumers to think when they see your brand, your brand caters to what gender? What age group?*)

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2. **Plan** (*What type of branding you will need to convey your message > BUSINESS, PERSONAL or BOTH branding*)

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3. **Brand Perception 2 Market** (*Describe how you want your clients/ consumers to perceive your brand > HIGH END, MID END, LOW END*)

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4. **Good Relationship** (*Describe how you will build good relationship with your clients/consumers > RITUALS, POLICY*)

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