



Mini-branding™ is an 8-week online “branding by fire” program offered exclusively through Melissa J White of Whitespace Creative, Santa Fe. Developed for entrepreneurs, small businesses, or anyone with a great business idea, **mini-branding™** will help you build your way to a brand promise through weekly writing exercises and individualized critiques.

It's short and sweet because time and money are, too!

August –September, 2008 Class

Posts and Assignments

(Subject to change!)

week 1: The Not So Big Secret: *branding = feeling*
assignment: Engage your service's or product's emotional potential.

week 2: What's your Brand Story?
assignment: Define your features, benefits, rewards.

week 3: Spy School
assignment: Make research calls, try online survey tools, define your audience.

week 4: *Who* is your brand?
assignment: Discover your brand personality, archetype or metaphor.

week 5: Brand Talk—are you listening?
assignment: Define brand elements: key message, position, unmet need.

week 6: What is a Promise?
assignment: Your purchasing history: any promises broken/fulfilled?

week 7: Reaching
assignment: Create a ladder to your brand.

week 8: Synthesis
assignment: Media plan, marketing and PR ideas, and next steps.

STATS:

Class begins Friday, August 1, 2008.

Cost: \$800 + tax for 8 weeks of online posts.

One individualized critique each week on your assignment.

Free Marketing E-book on sign-up.

Online resources each week.

Visit www.mini-branding.com to sign up via PayPal.

Or email minibranding@gmail.com

Space is limited for this class.