

## Celebrating National Small Business Week in May; New Branding Resource for Small Businesses

Phoenix, Feb 26, 2020 ([IssueWire.com](http://IssueWire.com)) - "BRAND BUILDING for Small Business" is the name of a new marketing resource (available at [www.brandbuildingforsmallbusiness.com](http://www.brandbuildingforsmallbusiness.com)) that provides practical, Do-It-Yourself (DIY) advice about creating a brand identity from the bottom up. Structured as a weekly blog, this free educational tool offers simple, straightforward tips that can be executed by a single person or a small group on a very tight budget. The blog is being formally introduced to the public as part of the May 3rd through May 9th, 2020 celebration of National Small Business Week.

According to co-founder Carole Mancuso, "In order to keep the material as concrete as possible and the tips and advice very accessible and useful, the blog illustrates by doing – actually using the building of a brand for our blog as part of the process of communicating the ease with which each step can be accomplished. For example, we build our logo with step by step instructions, write our mission statement, draft our style guide, etc. along the way. Reusable templates are provided whenever and wherever applicable."

Commencing August 28, 2019, with an initial discussion of "Build vs. Buy," an article a week has been published since that time. Topics now include various pieces about the creation of the visual elements of branding (i.e., logos, letterhead, business cards, etc.) as well as the role customer service and audience perception play in creating an identity able to resonate with the public in a memorable way. Marketing and sales tips are provided – using a product/service's brand to generate publicity and simultaneously making sure such opportunities publicize the brand. While a very wide range of subjects has already been addressed to provide a substantial foundation prior to widespread introduction, the founders of Brand Building for Small Business know countless more are yet to be written. Mancuso says, "I've worked with various corporate branding-related tasks for over a decade, and my partner has done the same for twice as long. We've dealt with specialists in the field and have also carved out our own path. During that time, we have of necessity learned many lessons we feel can be extremely useful to entrepreneurs trying to start and build a business."

According to co-founder Bob Thomas, "In reviewing existing material about branding, we felt that most of the resources we came across focused more on the theoretical aspects of branding rather than taking a very practical approach that actually explained *how to* complete basic tasks while providing tips about tools that could help a small business entrepreneur be successful in building his or her own brand. For example, we don't simply say add illustrations to your social media postings or just discuss setting rules for the kinds of images to include, we also explain where useful, high-quality photos can be obtained free of charge."

Businesses are encouraged to visit [www.brandbuildingforsmallbusiness.com](http://www.brandbuildingforsmallbusiness.com) and follow the blog to take the best advantage of the ongoing advice offered. Businesses are also free to share the link with partners and other members of the community. Questions and other feedback can be sent to the authors via email at [brandbuildingforsmallbusiness@gmail.com](mailto:brandbuildingforsmallbusiness@gmail.com).

Brand Building for Small Business has been identified by Feedspot ([www.Feedspot.com](http://www.Feedspot.com)) as one of the Top 100 Branding Blogs. Feedspot is touted as providing "the most comprehensive list of branding blogs on the Internet." To learn more, visit [https://blog.feedspot.com/branding\\_blogs/](https://blog.feedspot.com/branding_blogs/).

*Note about the co-founders:*

To learn more about the two experienced communications professionals who co-founded this blog, see: (Carole Mancuso – <https://brandbuildingforsmallbusiness.com/carole-mancuso/> – and Bob Thomas – <https://brandbuildingforsmallbusiness.com/bob-thomas/>).

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