

irmingham logging <a>cademy

Birmingham Bloggers The art of the brand

March 26, 2015

1. Goals

- Measurable
- Mini-goals
- Business plan

2. Values

- Examine
- Simplify

3. Consistency

- Be present
- Permeate
- React only when needed

Slides: itswa.de/artofthebrand
E-mail: wade@wadekwon.com
Twitter: @WadeOnTweets
Web: BirminghamBlogging.com

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