

POLITO CREATIVE ● CO.



# **BUILD YOUR BRAND** **THEY WILL COME!**

A GUIDE TO HELP EXPAND YOUR CUSTOMER EXPERIENCE

# POLITO CREATIVE ● CO.

At **PC&Co**, we speak your customer's language through *captivating visuals*. As your design partner, we translate your brand messaging into a visual storyboard that *attracts, excites, engages and converts* on social.

## ABOUT THE OWNER

Owner, Social Stylist & Design Curator, Lateasa Polito has impacted brands and businesses for over 12 years. She has been the branding powerhouse behind multiple government agencies in the DMV, generated millions of dollars in government funding for corporate clients and partnered with major communications firms developing graphics, websites, print and marketing materials.

Over the years, Lateasa felt a deeper desire to apply her expertise and talent to supporting non-profit organizations, churches and small businesses. Building relationships has always been her passion, so offering her clients an experience that would provide longevity, conversions and trust was inevitable.

When Lateasa isn't running her agency, she enjoys curating social events and is busy being a dope mom to her two handsome boys while influencing and inspiring other moms as "The Creative Mompreneur" by showing them how to creatively manage business and motherhood.



## **BUILD IT AND THEY WILL COME!**

### **A LOGO IS NOT A BRAND.**

Your business has a name, a logo and you advertise, but is it a brand? Successful CEOs and business owners alike understands that branding goes deeper than a name and logo. Logos, tag lines and ad campaigns are traditional marketing tactics that merely scratch the surface. While a brand tells a complete story that connects with customers.

## **DO YOU NEED A BRAND?**

### **LEVEL UP! GIVE YOURSELF THE COMPETITIVE EDGE.**

A brand strategy is necessary for all businesses who wish to experience longevity.

- **Stand Out vs. Blend In!** There is no shortage of competitors in your industry, disrupt the status quo and show what makes you different.
- **Your Product an Investment not an Expense!** Brand identity clearly communicates your value and influences how your business is perceived by prospective clientele.
- **Don't Just Communicate, Connect!** Great brands speak the language of their customers in a way that delights and evokes emotions of familiarity and relatability.

Allow me to show you how a strong brand is a powerful tool for all businesses - large or small - whether you are selling a product or service to consumers or other businesses.

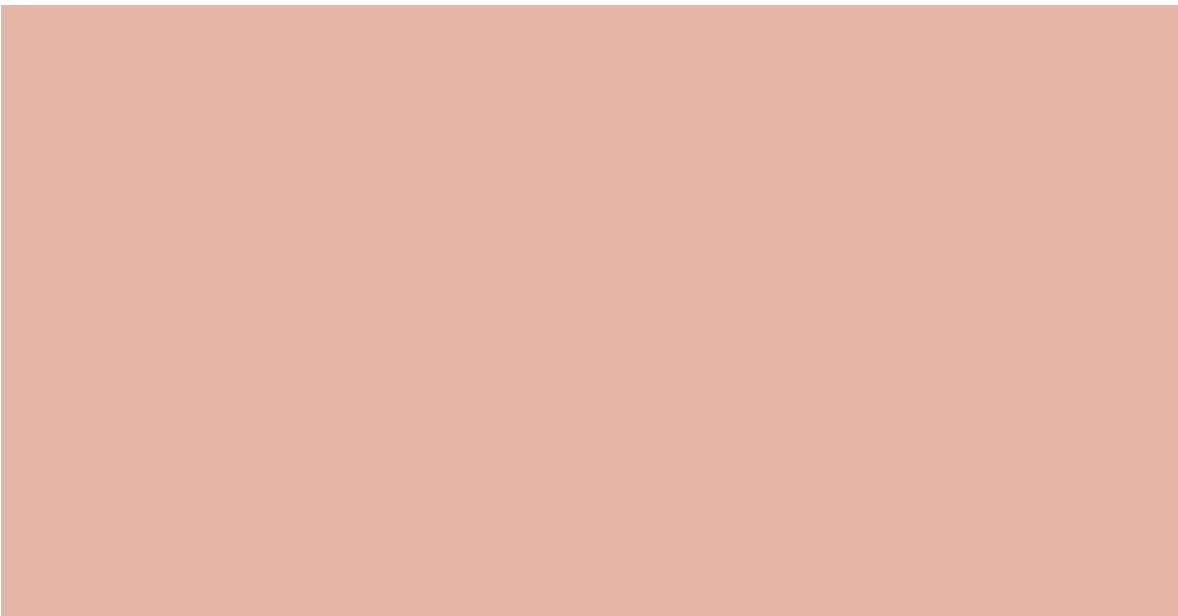
## WHERE DO I START?

### 5 QUESTIONS YOU NEED TO ASK TO BUILD YOUR BRAND....

1. What is your 30-second commercial?



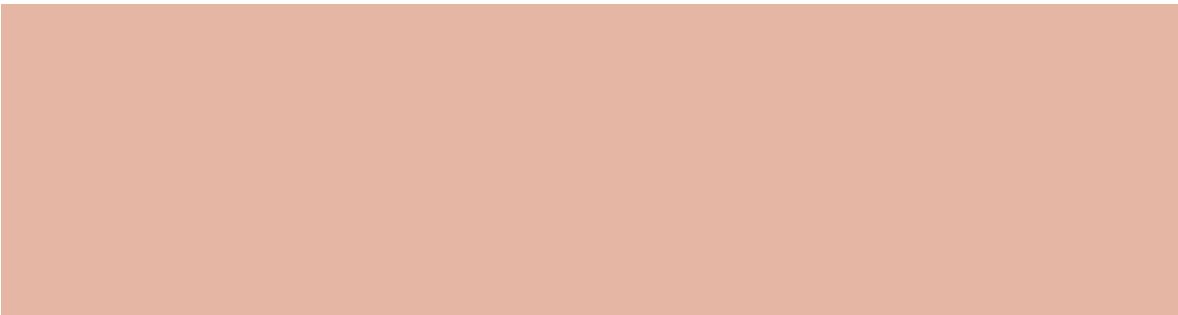
2. What does your brand say about you when you're not in the room? (Ask 5 people)



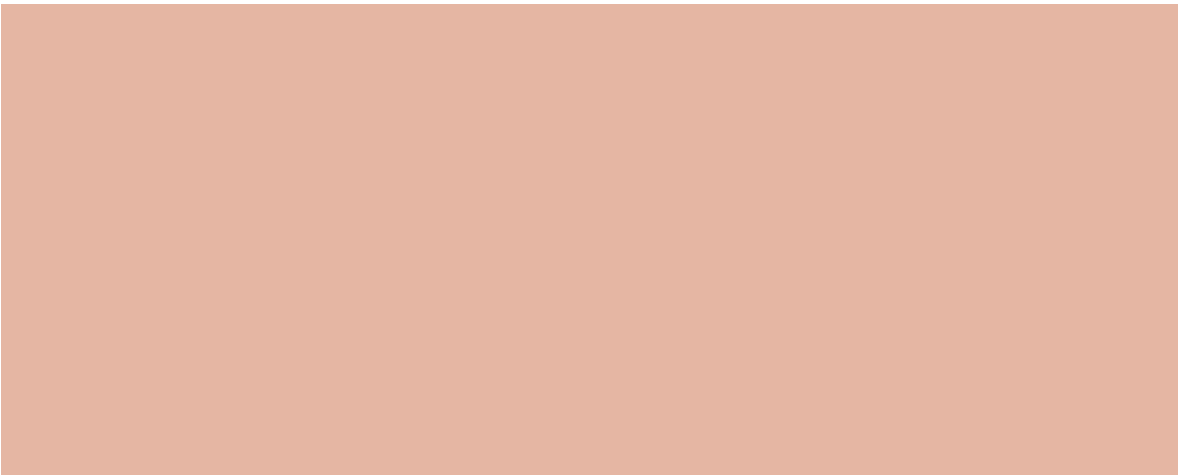
3. Is the feedback you received in #2 consistent with your 30 second commercial? If yes, what are the consistencies? If no, what are the inconsistencies?



4. Pick one problem your brand solves.



5. Pick one person who needs your solution and why.

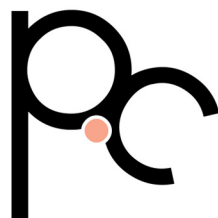


**THIS WAS HELPFUL!**

**ARE THERE ANY OTHER FREE RESOURCES?**

Yes there is! But first, congratulate yourself for taking the initiative in downloading this free guide! If you are interested in taking your business & brand strategy to the next level, lets get together. [CLICK HERE](#) to schedule your free discovery call and let's make it happen.

[SCHEDULE DISCOVERY  
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