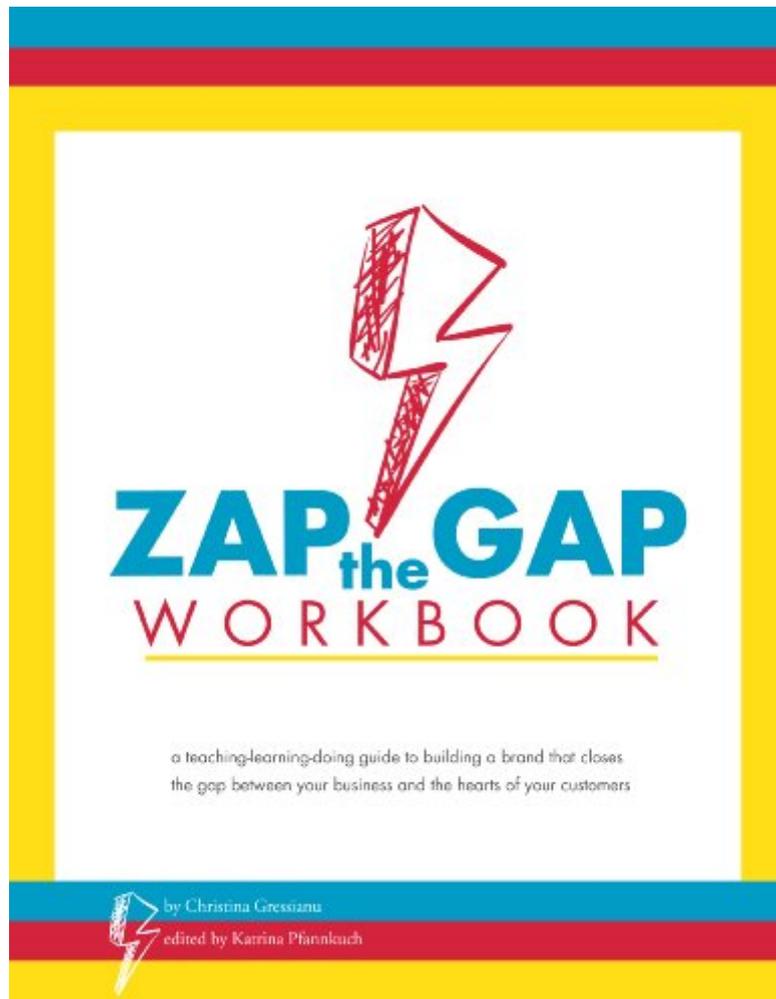


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# Zap The Gap Workbook: Effective Branding For Your Business.



## Synopsis

Businesses and brands have a distinct personality, a clear way they come across out in the world. What target markets would your brand appeal to? Why should anyone care about connecting with your brand's personality? Is there a way for you to hone in on what would connect you with other like minded folks? The Zap the Gap Workbook leads you through questions and exercises to get you clear on what your brand means. Work through the 3 Steps and 12 Elements of Branding. You will delve into the details to solidify or completely revamp how you perceive your business and share your brand with the world.

## Book Information

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