



San Diego North County Chamber of Commerce

Liz' 10 Commandments of Branding:

1. There is a difference between a name and a brand
2. Quality, value and service are not brand attributes
3. Brands must be authentic
4. Brands must be consistent
5. Remember your R&D: rip off and duplicate
6. Use your own unique vocabulary
7. Create a compelling 7-second hook
8. People do business with those they know, like, trust, and respect
9. Never forget ruthless self-promotion
10. Out of sight = out of mind = out of business