

## Building an Identity

Being successful in your chosen field depends largely on the image you have. If you were able to build an identity that speaks of hard core professionalism and expertise, then you would definitely stay in your business for many years to come.

And it all boils down to who you are and how you would want to be known as when you present your marketing tools to your customers and prospects.

What your customers and potential clients see in your promotional print tools is what leaves that positive mark. Your brand and identity rely on the first impression that your professionally designed custom business cards or business letterhead provide your clients. Hence, it is crucial that you make a great first impression. It is therefore important that your aim for your print materials should be able to convey an identity way beyond that of your design and message.

Two of the most basic identity system package that any business should have is your custom business cards and your letterhead. This is where your clients would see your logo and hence, the kind of image that you would want to communicate.

One of the most crucial elements when designing your identity system package is to learn your business inside and out. Everything there is to know about your business and your particular niche you should be able to convey. If you know your business inside out, you would be able to provide a successful system.

Here are a few questions you need to answer when preparing for your identity system package so that you can get the most from it:

- 1 – What kind of business do you have? Do you have a niche?
- 2 – What are your products and services?
- 3 – How many years have you been operating? How long have you been doing it?
- 4 – Do you have competitors? If so, who are they?
- 5 – Who is your target market?
- 6 – How do your target clients see your business? What about the industry you are in?
- 7 – What is the purpose of your identity system?
- 8 – Do you intend to focus on a particular group of your target market?

When you are done answering these questions, you can now put forward the identity you would want your clients and prospective customers to retain in their minds. Putting your best foot forward surely helps in creating that positive image of your business to your clients.

Learn more about building your business' identity with the help of [business card printing](#) and [letterhead printing](#) experts.

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### About the Author

A writer...an observer...continuously fascinated with the developments in printing technologies which greatly help the advertising and marketing of small to medium businesses.