

Title:

Branding Your Ebiz - Creating A Name Your Customers Trust

Word Count:

405

Summary:

If you want customers to spend money with you online, you have to make them feel confident the

What's a Brand?

A brand is what dif...

Keywords:

Product, sourcing, ebay, ecommerce, dropship, ebiz, entrepreneur, blog

Article Body:

If you want customers to spend money with you online, you have to make them feel confident the

What's a Brand?

A brand is what differentiates you from every other eBiz out there:

- A brand is a set of expectations you create in your customers' minds in regards to your busi

- A brand is a reputation. A good brand adds value to your product'buyers expect a certain qua

Your Branding Should Be Consistent

Explains Eileen Parzek, of <http://SohoItGoes.com>, ^Consistently use a brand design throughout

Your format should also persist through all of your web pages'the layout, the tone of your cop

Your Branding Should Be Continuous

Your brand should evolve to reflect the changing needs of your target market'branding's an ong

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